

# CHEMIST & DRUGGIST

the newsworthy for pharmacy

September 29, 1990

OVER THE  
COUNTER INSIDE



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PHOLCODINE LINCTUS BP  
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## Apathy: two-way problem for pharmacy

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## Scots face DUMP campaign disposal crisis

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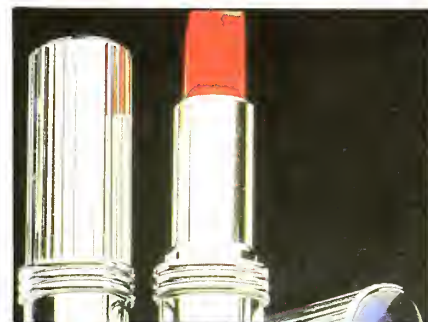
## Norris outlines Numark's future

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## Chemex '91 goes to Wembley

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## Colour cosmetics: shades of success

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# COMMENT

No doubt many of our profession's leaders wish pharmacists possessed the lobbying zeal of French farmers, but without the physical aspect presently to the fore. On the other hand those same leaders may, on occasion, have cause to be grateful if pharmacists fail to react when they do not succeed with a particular initiative.

A survey conducted by Council member Alan Nathan (p548) shows pharmacist participation in professional affairs, although low, nevertheless compares favourably with other professions. He suggests that it is the failure of organisations to represent themselves to their members, rather than the apathy of members themselves, that results in the failure of those same bodies to fulfil members' aspirations. This will come as no surprise to the Royal Pharmaceutical Society. Last year it did much soul searching to try and improve communications with members in the wake of the supervision debate when members found it wanting.

On the other hand the PSNC must be relieved that, so far, few contractors have chosen to blame it for the poor settlement in the last pay round. Conversely they must

hope that contractors galore have written to their MPs complaining of their shabby treatment by the Department of Health. In any case PSNC is hoping to "get its aggravation in first" when it tours the country to tell LPC members of its negotiating difficulties (C&D September 15, p430). Contractors with a point to make should endeavour to reach their LPC member before PSNC. But will they, or will apathy triumph? Money — or lack of it — usually proves highly motivating!

This week Numark have announced their own PR exercise in an attempt to make the organisation more user-friendly. A retail advisory board has been set up comprising seven community pharmacists and two main board members, to act as a "forum of communication" between Numark directors, central office, and retailers. Communication is a two-way process. Managing director Terry Norris had a penchant for the art when he was with Sangers Photographic so members can expect one side of the equation to be complete — the other half is down to them. And in the month or two left to Unichem's flotation there is much to talk about if the organisation is to thrive.



# Pharmacists not so apathetic?

Contrary to widespread belief among pharmacists, their level of participation in professional affairs, although low, compares favourably with other professions.

The failure of bodies representing pharmacy to fulfil the profession's aspirations is not so much related to the apathy of members, believes teacher practitioner and Society Council member Alan Nathan, but to poor communication and the lack of a positive membership relations policy.

He told a weekend conference of the Young Pharmacists Group that there was a sizeable rump in pharmacy, as in every profession, who had no interest in it except as a means of earning a living. Nothing would persuade them to take an active interest in the profession's affairs. He believed, however, this rump could be significantly reduced through better communication.

In an attempt to verify his views, Mr Nathan has been undertaking a survey through the Pharmacy Practice Research Unit, King's College, London. He has conducted a postal questionnaire of Society members, and is relating his findings to responses from other similar professional bodies to see how they compare. Other bodies surveyed included the Law Society, the Institute of Chartered Accountants, the British Medical Association and the Institution of Civil Engineers.

Mr Nathan found that the levels of pharmacists' participation in Society affairs compared favourably with other groups, although participation in general across the professions was low. Twelve out of the 14 bodies surveyed operated a local branch system. Attendance was not easy to assess, but with a figure of 20 per cent, the Society's branches are possibly the best supported of all. But the percentage of those voluntarily undertaking continuous education, at 10-25 per cent, was low.

The annual average of members who voted in elections over the five years to 1989 ranged from 9-33 per cent. The Society compared favourably with a figure of 29 per cent for its elections, coming fifth in the league. There appeared to be some correlation between voluntary participation in continuing education and in professional affairs.

Pharmaceutical Society secretary and registrar John Ferguson, in a personal assessment, stated that perhaps 30 per cent of pharmacists were active in professional matters.

A relatively low level of participation did not prejudice the formulation of policies or the efficient running of the organisation, but it did affect the

degree of influence the profession could hope to exert over, for example, government bodies.

Such bodies would be more favourably inclined towards implementing standards of professional practice and conditions of service if they could see the majority of the profession was ready to actively support them, Mr Ferguson felt.

## Pharmaid's November dates

The Commonwealth Pharmaceutical Association is again launching its Pharmaid collection during the week of November 5-10. Last year 14,000 copies of the British National Formulary were sent to health professionals in developing countries through the scheme, which is supported by AAH Pharmaceuticals and the Ranfurly Library Service.

AAH Pharmaceuticals and their constituent wholesale companies will be collecting copies of the eighteenth (blue cover) editions of the BNF during the week.

The CPA arranges for the publications to be delivered to health staff and educators who badly need up-to-date reference information on medicines.

## PGC to discuss board changes

The full Pharmaceutical General Council will discuss proposed changes to health board committees when it meets at the end of October.

PGC chairman Graeme Millar told *C&D* on Tuesday that among the first comments he would make was that pharmacists had to re-establish the need for professional advisory committees to Health Boards. If the Scottish Office proposals are accepted, these committees might in future be optional, but they should always be seen to be necessary.

The Scottish Home and Health Department is also proposing to allow non-members of health boards to serve on Pharmacy Practice and Service Committees. Mr Millar accepts that keeping the present arrangements where membership is open only to Health Board members will be impossible when the number of Board members drops from 19 to 13. "But we need to make sure there is some guidance as to who is allowed to be a lay member."



## Europarm's PI labels now match packs

A novel idea in labelling could provide one way around problems of patient and professional resistance to overlabelled imported medicines.

Worthing-based Europarm are now packing around a fifth of their PIs using overlabs which use the same colours as those used by the manufacturer. The label added by the importer

therefore appears to all but the closest of inspections, to be an integral part of the pack.

The labels contain all the usual information put on PI labels and cover virtually all the foreign writing on the original packs. The manufacturers name is not overlabelled. "I'm convinced it is more professional to have these packs on the market,"

Europarm's managing director Ken Higson told *C&D* at Chemex, where some of the first products to feature the new-style labels were on show.

Europarm hope to have the new labels on their complete inventory of imported products within the next couple of months. "The Germans have been doing this for years," Mr Higson said.



## CHCs wings clipped in NHS reforms

Guidance issued to health authorities on the role of community health councils following the NHS reforms suggests they will have a less significant role in commenting on substantial developments and reductions in services.

But the guidance emphasises the main continuing interest of CHCs should be in the quality of care and personal attention given to patients by the various arms of the health service in their locality.

The guidance follows July regulations and it points out a CHC's remit will relate to all services purchased by its district health authority for that district's resident population, regardless of whether services are provided by a DHA-managed unit, NHS trust, or the private sector.

The Department of Health commented: "The arrangements for consultation on substantial developments in services remain unchanged except that regional health authorities may instead take on that task where it is sensible for them to do so. Ministers will retain the final decision in the event of a disputed proposal by a DHA to close a unit providing significant services."

## On the stump

Herts Local Pharmaceutical Committee have been out again spreading the word on what pharmacy has to offer.

The LPC provided a stand along with half a dozen other exhibitors at a health and welfare exhibition organised by East Herts Health Authority. The stand was manned by LPC chairman Brian Simpkin, Gordon Bird and secretary Ray Buck for the four days of the exhibition at the Douglas Tilbe Day Centre in Welwyn Garden City.

The PSNC video was shown together with leaflets and posters provided by the Pharmaceutical Society and the National Pharmaceutical Association to promote community pharmacy with the theme "Ask your pharmacist".

An average 150 people visited the exhibition each day, and it is understood that East Herts HA will be planning similar events at other centres. The last event of this type the LPC got involved with was the Hitchin Health Week, when 50 exhibitors were involved.

## Industry policies fuel public anxiety, says former ABPI man

The management and public policies of the pharmaceutical industry often lack maturity, which leads to communication failures and avoidable public anxiety, believes David Taylor, fellow in health policy at the King's Fund Institute and a former director of public affairs at the Association of the British Pharmaceutical Industry.

He argued that while people in the industry often welcomed state regulation, which protected them from competition and helped to increase profits, they could fail to recognise the value of other controls which protected the public's interests in fair and efficient medicines delivery.

Speaking at an international conference of pharmaceutical medicine in Madrid, he urged the development of more social control of the pharmaceutical industry. He also stressed the need for improved social economic research.

Top management needed to take a full and active part in explaining policies to the public. Representative bodies like trade

associations had also to be led by individuals "who are at the peak of their careers, rather than in their declining years".

Emphasising the need for constructive partnership between pharmaceutical companies and other healthcare agencies, he pointed out: "This demands better communication, and the rooting out of chief executives who fail in this area." It also needed open dialogue about how the evolution of appropriate social controls could be achieved.

Giving examples of areas within which more balanced social controls were needed, he argued that extended patent terms had to be balanced by more direct price competition. Firmer controls over promotion costs could reduce the average percentage expenditure on this area to 10 per cent of income, the current UK level.

He warned that naive industry attempts to exploit health economics for commercial or other managerial reasons could endanger the public's interest. He criticised trivial and needlessly duplicative research projects.

## Further bid on patents

The Association of the British Pharmaceutical Industry is making a further attempt to persuade the Government to increase patent protection, with the publication this week of its "Agenda for Health 1990".

The booklet, "Patents working for Patients", says the European Commission has proposed that lost patent protection for pharmaceutical innovations should, at least in part, be restored to give an effective period of protection of 16 years. While the UK Government accepts that some action should be taken, it appears — from the feedback received by the ABPI — to believe that 13 or 14 years would be more appropriate.

The French have already gone further than the EC proposal and adopted national legislation that would provide for 17 years, and the Italians and Belgians are considering similar legislation. The report argues that the proposal could reduce medicine prices because companies would have longer to recoup research investments.

## Scottish pharmacists face mounting DUMP disposal crisis

In the week the Government launched its new environment White Paper, pharmacists in Scotland have been warning that they may soon have to turn away customers trying to give them unwanted medicines for disposal.

This could put children at serious risk if drugs are then dumped in rubbish bins, warns the Pharmaceutical General Council. It is backing a campaign highlighting the problem being run by pharmacists in the Ayr and Arran Health Board, who last week called a press conference.

Kilmarnock pharmacist W Scott McConnell, who has four shops, told C&D that he has accumulated more than half a tone of drugs since the last local authority incinerator closed in 1987. He said he would have to stop taking returned medicines when storage space in a cellar was full.

"The health authority has made its best efforts to find a disposal method but to no avail," he said. "The Scottish Office referred the health board to the national waste disposal authorities and they couldn't come up with a

satisfactory disposal method either."

The problem seems to have been caused by a more rigorous application in recent years of the Public Health (Scotland) Control of Pollution (Special Waste) Regulations 1980.

PGC chairman Graeme Millar told C&D that pharmacists were being told that incinerators were no longer being run at a high enough temperature. In other areas waste will not be accepted unless individually itemised. "The Scottish Executive decided two or three years ago to actively discourage pharmacists from taking part in DUMP campaigns, and they and the General Council have made representations to the Scottish Office three times. If pharmacists start turning away unwanted medicines, where is it going to end up?"

Mr Millar said the Scottish Home and Health Department had stated that pharmacists had the responsibility to dispose of waste, but he did not see how they could since the collection was a free service.

C&D asked the Scottish Office

to comment but had received no reply as we went to press. In England and Wales, the Pharmaceutical Services Negotiating Committee says it is unaware of any problems with unwanted medicines disposal on a similar scale.

The Department of Health is pressing ahead with recruiting members to the working party which will look at the expanded role of the community pharmacist.

Chairman David Sharpe and secretary Steven Axon will represent the Pharmaceutical Services Negotiating Committee. Additionally there will be two members from the Royal Pharmaceutical Society and one member from the National Pharmaceutical Association.

From the Department there will be the Under Secretary (who will chair the group), a representative from the Welsh Office and observers from the Scottish and Northern Ireland Offices. PSNC is making representations for a Welsh community pharmacist to be included.



## Company snipes 'not in public interest'

Serono and Kavitrum have been told that promotional material disparaging each other's growth hormone products is not in the best interests of patients.

The outcome of opposing complaints has recently been reported to industry chief executives by the Code of Practice Committee of the Association of the British Pharmaceutical Industry.

In a complaint about a brochure issued by Serono for Saizen, Kavitrum alleged numerous breaches of the Code. An independent expert called in by the Committee considered the brochure was correct in stating that there were some problems with genetically-engineered proteins derived from bacterial cells (Kabi's method), but it had not referred to any of the disadvantages of using mammalian cells (Serono's own method). Many statements had been taken out of context and the expert concluded that the brochure lacked balance.

The Committee also noted that the material derived from the bacterial process was only an intermediate, so might be considered to be unfairly comparing a finished product with an unfinished one. Further claims and illustrations were said to be misleading, or not fair and balanced.

Serono complained about a Kavitrum mailing criticising the Saizen brochure, alleging that it was disparaging and brought discredit upon the industry. Serono said the mailing implied Saizen contained retroviruses and was therefore less safe than bacterial cell-derived growth hormone.

Kavitrum had explained that the mailing was sent to a limited number of doctors involved in growth centre work. They had been concerned that promotional material distributed by Serono would mislead prescribers and bring into doubt the safety and efficacy of bacteria-derived recombinant growth hormones.

The Committee considered the mailing was intended to raise questions about the safety of mammalian-derived growth hormone and that it was disparaging of a competitor's product. The Committee decided it constituted an unfair and unsubstantiated comparison.

## Measles on the wane

Eradication of measles is now in sight, writes the chief medical officer in his annual report "On the State of the Public Health 1989" (HMSO £11.95).

The level of measles notification over recent months has been the lowest ever reported and the uptake of vaccine for the year ending March 31, 1989, was 80 per cent. Eradication would require a sustained level of 95 per cent. Whooping cough vaccine uptake is less satisfactory (75 per cent) but a trend of increasing uptake has been seen for several years.

Reviewing the past decade, Dr Acheson says there has been a growing awareness that factors such as smoking, diet, exercise and the abuse of alcohol exert a profound effect on the incidence of premature death and serious illness, but progress has been uneven. While there have been some improvements in the prevalence of smoking in dietary balance and the frequency of exercise, much more needs to be done, he comments. Smoking declined to 32 per cent of the population in 1988 but the target of 80 per cent non-smokers by 1995 seems out of reach.

There is evidence that an increasing number of people eat too much, and the consumption of fat and saturated fatty acids as a proportion of total energy remains well above the Department of Health's recommended figures of 35 per cent and 15 per cent respectively.

Alcohol consumption has increased steadily and the average consumption of 9.3 litres per person aged 15 and over in 1988

was close to the post-war peak of 1979.

The increase in the abuse of illicit drugs has been a cause for grave concern, the report continues. The 5,200 new addicts notified in 1989 was almost four times the number notified in 1980.

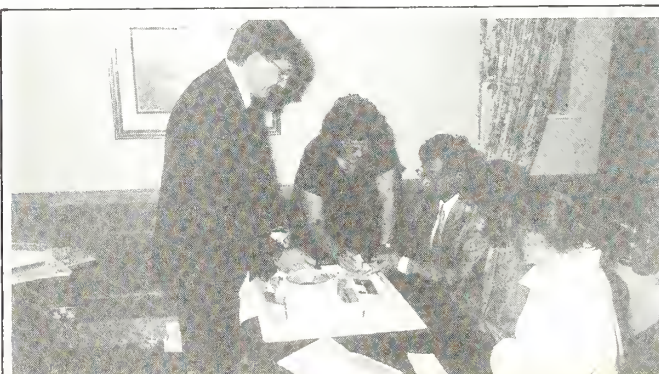
## 'Paste will eradicate tooth decay'

A new generation of toothpastes that will virtually eradicate tooth decay will be available within two years, according to a report in *The Daily Telegraph* (September 24).

Dr George Stookey, of Indiana University, told delegates at an international dental conference in Newcastle that trials in America have shown the new products to be twice as effective as fluoride toothpastes. They combine fluoride and anti-microbial agents to attack bacteria in the mouth that produce acid and cause decay, the report continued.

British Dental Association chairman Tom Dowell was said to be cautious about the chances of a second major improvement on the lines of fluoride.

**Contractors are reminded** that the Dental List in the Drug Tariff changes on October 1. Be sure you are not caught out in endorsing prescriptions, warns PSNC.



*Pharmacists in Reading recently had an opportunity to obtain "hands on" experience of cholesterol testing. The National Pharmaceutical Association and the Ames Division of Bayer Diagnostics jointly arranged the evening meeting as a result of the growing interest in cholesterol testing.*

*The meeting was addressed by NPA business services manager John Goulding and Walid Marzouk, Ames group systems manager. Those who attended then had ample opportunity to gain experience with the new minilab system which has been available since July*

## Industry optimistic for the future

Criticisms of the pharmaceutical industry have diminished and attempts to impose measures on it from outside have been contained, according to Eugene Step, the incoming president of the International Federation of Pharmaceutical Manufacturers Associations. The optimistic note was struck at the IFPMA assembly in London last week by Mr Step, who is executive vice-president, Eli Lilly & Co (USA).

He added that the IFPMA had also been able to lead collaborative initiatives with the World Health Organisation. "Changing our relationship with WHO resulted from a conscious decision on our part to understand the issues and tell our story," he said.

Mr Step said it was ironic that as states of Eastern Europe struggled to rid themselves of the inefficiencies, of "planned economies", many health ministries wished to inflict this same planning model on the one element of the healthcare system — pharmaceuticals — that held the greatest hope for better health at lower cost.

Improved patent protection was referred to by several speakers. The outgoing president Pierre Joly, director general, Roussel-Uclaf, Paris, said the industry had a single vital strength, its research activity. The results could not be sold cheaply. "We cannot have our scientific know how simply confiscated, our products illegally imitated, and our quality standards disregarded."

Association of the British Pharmaceutical Industry president John Farrant stressed how important it was to restore to the discoverers of pharmaceuticals all of the period of intellectual property protection that had been lost due to the longer time it took to develop medicines today. Mere replacement of those lost years did not compensate the discoverers for the longer wait for a return on their investment.

Sir Paul Girolami, chairman of Glaxo Holdings, criticised price interventions by governments, which he said were inevitably arbitrary.

The freer movement of pharmaceutical products between EC countries was not a step forward, but the spreading of trade distortions which existed in certain Community countries to others. The main beneficiary was the importer, he said.



## Diagnostic package coming soon

All community pharmacists should be mailed with details of a training package on diagnostic testing within the next few weeks.

The initial mailing invites those who are sufficiently interested to send off for a more detailed 80 page training document.

The programme has been sponsored by the Department of Health, and produced by the School of Pharmacy at the Queen's University of Belfast.

## Optimistic cancer view

An optimistic view of the current status of cancer treatments came from cancer specialist Dr Mike Ball this week.

He told a Press conference to launch his report, "Beating Cancer", published by the Association of the British Pharmaceutical Industry, that 60 per cent of all diagnosed cancers can be completely cured. He stressed that this figure also included precancerous conditions.

A further 10-15 per cent of cancer patients had a much improved life expectancy and, while 25 per cent of cancers were not curable, a large number were avoidable such as those related to smoking.

## Eludril recall

Pierre Fabre are recalling 13 batches of Eludril mouthwash, some units of which are showing the presence of particles and some discolouration of the solution. Batch numbers F3000 to F3012 are affected.

The company wishes to point out that the safety of the product is not affected. The product should be returned to wholesalers by October 5 for credit.

## Arret 6s

The price of Arret 6s is £2.19 and not £2.99 as stated in our September 22 *Price Supplement* and October *Price List*. The proof reading error was not picked up in time to be corrected in the October listing; apologies to subscribers and Janssen Pharmaceutical.

# TOPICAL REFLECTIONS

by Xrayser

## Problems with the ladies

When it comes to personal problems ladies do seem to have more than their fair share, and I can sympathise with their often expressed wish to come back as a man next time! Despite the embarrassment, however, I am frequently turned to as a source of advice and in the privacy of a quiet area of the shop I try my best to help.

One of the commonest reasons for consultation is recurrent vaginal fungal infections and it is frustrating that I am only able to offer prophylactic advice and palliatives, with the real problem having to be referred back to the surgery, for treatment.

I have also noticed the sale of Canesten 1 per cent cream has been rising steadily, and despite my attempts to counsel against its use I am equally sure that desperate ladies are using it for internal treatment. It would be more satisfactory for the proper treatment to be available for sale under the supervision of a pharmacist but the application for variation of legal status must come from the licence holder. So come on Bayer and Janssen, many ladies need your help...now!

Another area of embarrassing concern is vaginal dryness and although lubricants are readily available they are either medically presented, eg KY Jelly, or are associated with sexual activity, such as Senselle. Neither product allows a sensitive approach to the problem. But with the launch of Replens by Columbia Laboratories a genuine attempt has been made to overcome these failings. If the launch is as comprehensive as promised and the product as successful as claimed then the pharmacy will be a help to many more ladies. It is a product that is classed as a cosmetic but Columbia are wisely only promoting it through pharmacies. I wish it every success.



## Taking the PIL?

Recently a patient returned to my pharmacy very worried having read the patient leaflet included with his prescribed medication. "If this is what it will do to me then I'm not taking it," he said pointing to the paragraph on possible side effects. I reassured him that these side effects were rarely seen and he went away after promising to "give them a try if you say

so". This is a rare occurrence now, but perhaps an example of the problems we can expect as patient information leaflets become more common.

Production and inclusion of leaflets is voluntary at the moment but they will rapidly become universal as the patient expects and deserves this additional information. Some pharmacy computers issue patient information leaflets but the presentation cannot yet match that from the originating supplier. The ABPI have produced guidance for all their members; the way forward must be conformity with these guidelines and for pharmacists to willingly help those patients genuinely concerned about that information.

## Not a sweet offer for Christmas

More and more medicines are being formulated sugar-free in an attempt to prevent children, in particular, developing dental decay. I was surprised, therefore, to see that Unichem are promoting their own-brand children's and family products (*C&D*, September 22) by offering a free Mars Christmas gift pack in return for six proofs of purchase. I am not against promotions *per se*, but as a health profession surely we should be discouraging our children from consuming too many sugar-based sweets, not actively encouraging them.



## Oruvail goes injectable

May & Baker are launching Oruvail as an intramuscular injection next month.

The company says it will be particularly useful for the treatment of acute exacerbations of rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, periarticular conditions such as fibrositis and bursitis, low back pain of musculoskeletal origin and sciatica as well as other painful musculoskeletal conditions.

Oruvail injection will be available in packs of ten ampoules of ketoprofen 100mg/2ml (£7.47 trade). May & Baker Pharmaceuticals, Rhône-Poulenc UK Ltd. Tel: 081-592 3060.

## Hoechst make changes

Hoechst are making changes to Suprefact nasal spray, Lasix paediatric, and Daonil and Semi-Daonil tablets.

The four by 100 dose units pack of Suprefact will now come packaged together in a clear wrapper with a label on one side; this constitutes a single pack and should not be broken open.

The vanilla flavour in Lasix paediatric is changing from a natural to a synthetic source. The flavour is slightly darker, has a less strong odour, and an almost identical taste, say Hoechst. New batches will start to appear around November.

Daonil and Semi-Daonil will be available in the 28 tablet pack only, from around November and next February respectively. Hoechst UK Ltd. Tel: 081-570 7712.

## Granuflex E replacing foam border dressings

Convatec have launched Granuflex E bordered hydrocolloid dressing.

It has been designed for the management of moderately to heavily exuding wounds, especially where extra security is required. It is particularly suitable for wounds such as pressure sores, and minor burns, scalds and traumatic injuries.

The dressing is available in packs of five in five sizes (cms): 6 by 6 (£7.38), 10 by 10 (£17.70), 15 by 15 (£30.98), 10 by 13 (£17.70)

and 15 by 18 (£26.55, all prices trade).

The two triangular dressings are designed for the treatment of sacral pressure sores. They can be applied either way up, depending on the position of the sore, and the wide hydrocolloid border ensures that it stays in place — even in moist conditions, say Convatec.

This range will eventually replace the Granuflex dressings with adhesive foam border. Convatec Ltd. Tel: 0895 678888.

## Cliniflex dressings

Cliniflex have launched odour control dressings and added a new size to their Flexipore 6000 range.

Odour control dressings are sterile and have a central core of activated charcoal with outer layers of soft non-woven cloth. When applied over a primary dressing, they reduce odour from infected, purulent and heavily exuding wounds and leg ulcers.

The dressings may be used either side down, and may be cut to size as needed. They are available in cartons of ten dressings in three sizes (cms): 10 by 10 (£12), 10 by 20 (£16) and 15 by 25 (£26). The minimum direct order is £60.

Flexipore 6000, launched earlier this year (Specials, June 30) is now available in a 15 by 20cm size (20 £99, all prices trade). Cliniflex Ltd. Tel: 0628 850100.

## Intal Autohaler for childhood asthma

An agreement between Fisons and 3M to adapt the Autohaler device to function with Intal has resulted in the Intal Autohaler, which is being launched on Monday.

Autohaler was introduced by 3M in February 1989 as a breath-actuated delivery system for salbutamol that patients could use without having to co-ordinate breathing in with triggering it.

With Intal being a first line prophylactic agent in childhood asthma, Fisons believe the Intal Autohaler will improve control via increased compliance, because it is easy to use. It offers an improved method of delivering sodium cromoglycate, and will maximise therapeutic benefit, says the company.

Fisons recommend its use for new patients, those already on an aerosol inhaler whose technique is poor, and patients using dry powder devices who may find the Autohaler more convenient.

The launch of Intal Autohaler is complemented by an educational programme for asthmatic

children, comprising a booklet explaining all aspects of asthma, and a video.

Intal Autohaler (£18.99 trade) contains 5mg sodium cromoglycate in a 112 dose unit. It is being detailed by both Fisons and 3M field forces. Fisons plc Pharmaceutical Division. Tel: 0509 611001.



### BRIEFS

**Lederle** wish to point out that the 3.75ml dose of Suprax suspension for children aged six months to one year is accurate. Dilution is not necessary and not recommended; a spoon is provided with the 37.5ml bottle. Lederle Laboratories, Division of Cyanamid GB Ltd. Tel: 0329 224000.

**Degussa** will credit pharmacists for all the now discontinued Bronchodil respirator solution within expiry date returned to them via wholesalers by the end of November. Degussa Pharmaceuticals Ltd. Tel: 0223 423434.

**Merrell Dow** have introduced blister packs of 100 Rifadin and Rifinah. Rifadin 150 and 300 come in ten strips of ten capsules, and Rifinah 150 and 300 come in five strips of 20 tablets. Merrell Dow Pharmaceuticals Ltd. Tel: 081-848 3456.

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### K.H.3

#### EXTRA STRONG BRONCHIAL MIXTURE

Extremely effective expectorant mixture which also soothes irritating coughs. 100ml pack.

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INDIVIDUALLY SEALED MOST WIPES CONTAINING SYNTHETICALLY DERIVED PYRETHRUM. PROTECTS AGAINST MOSQUITOES, MIDGES, MOSQUITOES ETC. FOR UP TO 6 HOURS. ATTRACTIVELY PACKED IN 10'S FOR IMPULSE PURCHASE AND RECOMMENDATION.

### BRONCHIAL MIXTURE

Extremely effective expectorant mixture which also soothes irritating coughs. 100ml pack.

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12 x 5's  
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LEMSIP  
SPECIAL PACK  
1/2 FOR THE PRICE  
OF 1

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COUGH SYRUP**  
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P.O.R. 44.4%

**4.29**

BUTTERCUP  
SPECIAL PACK  
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OF 5

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**ANADIN EXTRA**  
13 x 24's  
R.P.M. 1.40  
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ANADIN  
SPECIAL PACK  
13 FOR THE PRICE  
OF 12

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**TAMPAX  
SUPER**  
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TAMPAX  
SPECIAL PACK  
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TOOTHPASTE**  
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P.G. 62p  
P.O.R. 28.1%

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# COUNTERPOINTS



## Lipotrend C desk top cholesterol testing

Lipotrend C, a new desk-top analyser specifically designed for community cholesterol screening in the pharmacy, is now available from Boehringer Mannheim (Diagnostics & Biochemicals).

Lipotrend C uses proven dry chemistry technology derived from the Reflotron system and is, in effect, a reflectance photometer. It is claimed to be highly accurate and reliable, and produces results in under three

minutes.

It has one test parameter only — measuring cholesterol levels between 2.6 and 13.0mmol/l (100-500mg/dl) — and is therefore ideally suited to cholesterol screening within the community, say Boehringer. Testing should be carried out at room temperature 15-30°C.

The unit is powered either by four 1.5 volt alkali-manganese batteries (allowing 100-150

measurements) or from the mains. It weighs 480g and measures 41 by 13 by 199mm. Up to 15 test results can be stored, and the figures printed out via an RS 232 C interface to a printer or personal computer.

The instrument is safe and easy to operate, requiring a basic three step operation, says the company. The use of whole blood means there is no need for a centrifuge, and the dry chemistry system avoids the handling and disposal of liquid reagents.

To make a test a blood sample should be taken from the finger pad using an Autoclix (or a similar instrument). A 30µl sample taken with a glass capillary is inserted in an applicator and applied to a test strip which is inserted into the instrument.

The cost of the meter is £496.20, and with the capillary applicator costs a total of £515, complete with instruction manual and tests record book. The performance of the Lipotrend C can be checked by means of control solutions provided.

The National Pharmaceutical Association has approved the instrument and it is available to members through the business services department. Details from *Boehringer Mannheim UK (Diagnostics & Biochemicals) Ltd.* Tel: 0273 480444.

## Steradent update

A denture gel, mouthwash and new cleaning tablets have been added to the Steradent range which has also been updated. Reckitt say that each of the new products represents a market first.

Steradent 3 minutes is the only tablet to offer a complete cleaning action in three minutes say Reckitt. The daily use tablets (32 around £1.19) are foil wrapped allowing them to be carried.

Reckitt call the denture gel (flip-top tube around £1.25) the modern alternative to toothpaste; it is non-abrasive and does not damage dentures. It is the only gel product designed for those with full or partial dentures, say Reckitt.

They feel that denture wearers will welcome the arrival of Steradent mouthwash (250ml around £1.49).

Reckitt believe that Steradent's "cheerful and lively" new look will not alienate current users. A marketing spend of more than £250,000 will include Press advertising promotion to denture care professionals. *Reckitt Household & Toiletry Products.* Tel: 0482 223141.

## For all scaly scalp conditions

- ✓ A lightly fragranced formula with the strength of coal tar.
- ✓ Does not stain the skin, clothes or bath.
- ✓ Leaves the hair shiny and easy to manage.

**ALPHOSYL**  
SHAMPOO

The effective scalp treatment in a cosmetic shampoo.



Sterling Health are getting ready for Christmas! Their Christmas window display card, which measures 24 inches high by 32 inches long, is available now from representatives. Sterling Health. Tel: 0483 65599.



# Healthy profit.



The sports market is one of the biggest growth areas for years. And Nestlé's new range of high performance sports drinks and bars is all set to muscle in on it in a big way.

Specially developed to supplement the diet of sports enthusiasts, you'll find that it will also supplement your income very nicely.



Because once again, we've exercised our superior buying power. And secured all our members a tasty 12% discount off normal trade price. Leading to a massive 28% profit on return. But this special price is only for the month of September, to coincide with Nestlé's £½ million launch.

So if you want a sporting chance, don't delay.





Unichem are entering the oral hygiene sector with four new own-brand products.

The pre-brush rinse (£1.25) has a mild cleansing, antiseptic formulation and is available in a 250ml bottle with its own dispensing cap. The post-brush mouthwash (£1.25) is an anti-plaque, antiseptic formulation which includes both the anti-bacterial agent CPC and sodium fluoride. The 500ml bottle again features its own cap dispenser.

An own-brand freshmint toothpaste featuring an anti-plaque, tartar control formulation, (£0.45) comes in a 50ml pack, and lastly there are denture cleansing tablets (30, £0.59).

A range of luxury bath additives comprises 500ml luxury moisturising creme bath in two variants — orange blossom and rose — and shower creme in the rose variant. Both products retail at £0.89 and are not tested on animals. The launches bring Unichem's product range in this sector up to five. Unichem. Tel: 081-391 2323

## Vitalia get a boost

Advertising for Vitalia's vitamin range starts on London Underground train cards in November.

Vitalia are also introducing three new products. Extravite is a one-a-day vitamin and mineral supplement containing additional beta-carotene (30 tablets, £4.49). PMT formula contains evening primrose oil, vitamin B6, passiflora, valerian, zinc and magnesium (30 capsules, £4.49).

Jeunesse skin care is a new range containing vitamin E and offers a day cream (50ml, £3.99); night cream (50ml, £4.49); hand and body lotion (150ml, £2.99) and pure oil (8ml, £4.49). Vitalia Ltd. Tel: 0442 231155.

Permasoft and Toofy Pegs are available through AAH Pharmaceuticals at promotional prices during October. Douglas Bridge Associates Ltd. Tel: 0403 784781.

## Vegetocaryl to the UK

Vegetocaryl, a new oral hygiene range for mouth and dental care has been introduced into the UK market by K. Waterhouse Ltd.

The range comprises a toothpaste (£1.89), said to be the first to combine fluoride, plant extracts and clay. It is also said to be compatible with homoeopathy.

Also included is an anti-shock toothbrush manufactured with a

silicone anti-impact tip to prevent harmful impact with the gums, says the company (£2.59); an anti bacterial toothbrush cleanser (£2.49); two variants of Vitagum chewing gum, one with vitamin C and the other without sugar containing plant extracts (£0.59); a mouthwash (£2.99) and a gargle (£3.60). K. Waterhouse Ltd. Tel: 0280 822811.

## More Mates

The latest addition to the Mates Healthcare range of kitemarked condoms is Mates Super Strong. The product is manufactured and tested in accordance with the newly revised British Standard.

Lubricated with a spermicide containing nonoxynol-9 — which in laboratory tests has been found to kill the HIV virus — Super Strong is available in packs of 3 (£1.25) and 12 (£3.99). Mates Healthcare Ltd. Tel: 081-541 0133.

## Dimension

Following "extensive research", a new product formulation for Dimension 2 in 1 will appear on-shelf from October.

The new formulation will be announced with stickered bottle caps on regular and extra value bottles highlighting "improved better condition and shine".

Trial size bottles will also be available through selected outlets throughout October and November, say Elida Gibbs Ltd. Tel: 071-486 1200.



Pharmax have relaunched Vasogen cream in pink and blue packaging; the pack sizes and prices remain unchanged. The relaunch is being supported with an advertising campaign in the mother and baby Press from October to March. Pharmax Ltd. Tel: 0322 91321.

## SWISS NOURISHMENT FOR BEAUTIFUL HAIR

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FOR MEN AND WOMEN



## White lips

Almay have added a ski protection white lips with a SPF 15 to their portfolio.

The protector (£3.95) is described as a reflective sunscreen stick with UVA and UVB screens and comes with a hanging cord for ease of use when ski-ing. White lips is also fragrance and lanolin free and is suitable for allergy-sensitive skins, say *Nicholas Laboratories Ltd.* Tel: 0753 23971.

## Blusher trio

Optique have added three blusher duets to their range. The duets come in a combination of peony/rose, cherry/apricot and heather/highlight.

They are packaged in a compact with mirror and a full size blusher brush is provided free of charge with each product. *Cosmetics Optique Ltd.* Tel: 0494 436561.

**Inecto Hair Care Co** have appointed Keyline Brand Ltd to distribute and market their products throughout England, Scotland and Wales. *Keyline Brand Ltd.* Tel: 081-579 8991.



*A still from the Philishave "In pursuit of excellence" commercial for Philips' four "top-of-the-market" rechargeable models launched in June (C&D June 2, p958). The 30-second commercial starts on October 22 and will run on all channels through to Christmas. Also on air from October 29 through to Christmas on all channels is a 30-second commercial for the relaunched Ladyshare range in its pastel livery. The advertisement has the copy line "As smooth as you like. As quick as you want". Philips Home Appliances. Tel: 081-689 2166.*

**New from Marigold** are a range of multipurpose gloves said to help cope with messy jobs in and around the home requiring disposable gloves. The vinyl gloves (£1.09) are designed to appeal to both men and women and come in packs of 10. *LRC Products Ltd.* Tel: 081-527 2377.

**From October 1, Scottowels** will be running a promotion specifically designed to benefit the independent, offering ten packs for the price of eight. The offer is on the two roll white variant only and will be available as long as stocks last. *Scott Ltd.* Tel: 0342 327191.

## Cold comfort from France

An ice pillow said to offer comfort to headache sufferers made its debut at Chemex this week.

Made in France, the Cassina pillow is anatomically designed to fit around the back of the neck. A gel pack is slotted into the pillow after cooling in the freezer and the patient then relaxes for 20 minutes. The even distribution of cold helps to reduce dilated blood vessels and ease tense muscles, the makers say.

Tests in US headache clinics have shown that the pillow alleviates 78 per cent of tension and migraine headaches when applied at the onset of pain. Tests are to start soon at the Princess Margaret Migraine Clinic in the UK, and other clinics are being sent samples to try.

The pillow will be distributed in the near future by Anglo European Health.

The company has just received National Pharmaceutical Association approval for its Quikread cholesterol testing system, which is available to members through NPA Services or direct from *Anglo European Health.* Tel: 061 7662313.

## HEAD LICE TREATMENTS ARE AS VARIED AS HAIRSTYLES...





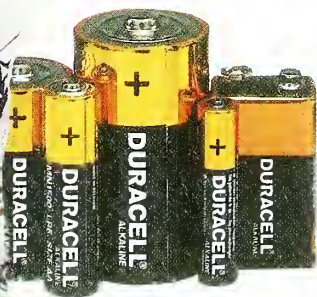
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## ON TV NEXT WEEK

GTV Grampian  
B Border  
BSB British Satellite  
Broadcasting  
C Central  
CTV Channel Islands  
LWT London Weekend  
C4 Channel 4

U Ulster  
G Granada  
A Anglia  
TSW South West  
ITV Thames Television  
TV-am Breakfast  
Television

SK Sky  
STV Scotland (central)  
Y Yorkshire  
HTV Wales & West  
TVS South  
TT Tyne Tees

Aquafresh toothpaste:	All areas BSB & Sky
Efamol Evening Primrose Oil:	TVS
Empathy:	U, Y, C
Inoven:	All areas inc Sky and BSB
Loving Care:	U, STV, C, HTV, TTV, TT
Mentadent toothpaste:	All areas inc Sky except TV-am
Mum deodorant:	All areas
Nivea Lotions:	STV, Y, C, A, HTV, TSW
Nurofen:	All areas
Pure & Simple:	All areas
Sanatogen Cod Liver Oil:	G, Y
Savlon:	All areas
Tums:	All areas

**Seven Seas** are mounting a national advertising campaign supporting their Hofels garlic and parsley tablets to run throughout the Autumn and Winter. In-store sales are being encouraged with new point-of-sale material. *Seven Seas Health Care Ltd. Tel: 0482 75234.*

**Anadin ibuprofen** is being advertised in the Yorkshire television area from October 1, with a national equivalent spend of £1.5 million. The commercial will run for seven weeks, and further advertising is planned. *Whitchall Laboratories. Tel: 071-636 8080.*

## New look Kleenex

Kleenex regular and Kleenex Boutique tissues are being relaunched with new designs, new colours and improved quality.

Kleenex regular have more subtle pack designs and come in cases of 24s in white and peach. Boutique come in cases of three colourways — pink and rose, peach and cream, and lilac and pink with a flower design.

The changes are the result of a major research and development programme which started a year ago with the relaunch of Kleenex for Men. The same softer but

strong tissue is now being used for the regular and Boutique variants.

The Kleenex range will be supported with an advertising spend of £3 million in 1991 on television and radio, plus a special campaign in young women's magazines.

■ The company is also relaunching its recycled kitchen towel with a more absorbent base sheet, and is adding a 70-sheet decorated three-roll pack of kitchen towels in November. *Kimberly-Clark Ltd. Tel: 0622 717700.*

## ...BUT DERBAC-M IS THE ONLY MALATHION LIQUID THAT IS EFFECTIVE AND GENTLE

There are many shampoos and alcohol-based treatments but Derbac-M is the only aqueous malathion liquid.

This not only makes Derbac-M lethal to lice but also very gentle on the skin. Good news for those with eczema, dermatitis or asthma. Derbac-M's efficacy has been proven in the

community over many years and its pleasant fragrance assures ready acceptance.

Derbac-M gets right to the root of human lice problems. For further information please write to: International Laboratories Limited, Floats Road, Wythenshawe, Manchester M23 9NF.

**Derbac-M**  
Lethal to lice. Kind to skin.





# Chemex goes to Wembley in 1991



Chemex show manager Maurice Hoare marks in 1991 advance bookings

Chemex '91 is moving to Wembley next year and will become a three day event instead of two. The dates for your diary are September 29 (Sunday) — October 1. *Chemist & Druggist* will once again be sponsors.

Increasing pressure to provide more space and better facilities persuaded the organisers, MGB Exhibitions Ltd, to change to what they describe as one of the most accessible and well-equipped exhibition venues in the country.

Show manager Maurice Hoare comments: "In recent years, Chemex has grown considerably, both in the number of visitors and exhibitors, and has reached the point where a new venue is essential to its future development.

"Wembley is excellent for visitors because it's easy to get to and there is a lot of car parking space." Another advantage is that the two new, purpose-built halls

are on just one floor.

Situated on the North Circular Road near to both M1 and M25 motorways, Wembley can also be reached by British Rail (*via* Euston and Marylebone main line stations) and the Underground system. Shuttle buses will run from Wembley Central and Wembley Park stations to the exhibition's main entrance.

MGB's verdict on this year's Chemex was that it had been a "fantastic success". All the stands in one of the Wembley exhibition halls and well over a quarter in the other hall have already been provisionally booked for next year's show. It was reassuring to see the industry putting its faith in the show even in hard times when, Mr Hoare believes, "the strong get stronger."

A striking feature about Chemex '90 was the number of new products launched.



Stephen Wooller, Mam (UK) Ltd marketing director, offers Mrs Amin of Windwood Chemists, Shepherds Bush, a chocolate from Austria, home of Mam's parent company. Someone who placed an order on the stand has won a draw for a weekend for two in Vienna



Winner of the Scholl Lite Legs Award 1990, Shirley Bilton of Savory & Moore, Keynsham, receives the silver salver from Chemist & Druggist Editor John Skelton on Scholl's Chemex stand. Shirley also won a day out at the London beauty centre, The Sanctuary

## Scholl sell in for 1991

Scholl are regulars at Chemex, which coincides neatly with their selling season for next year's sun care lines and sandals.

Senior regional sales manager Mike Discombe told *C&D* the company has had a good year generally, and the hot Summer was excellent for sandals, footsprays and Coppertone sun oil. "Insect repellants sold well, too: in Jersey we had a fantastic

year... unbelievable."

Scholl have expanded their product range with a pump action spray and a cream on the sun oil side, and have introduced four additional styles of sandals — two with back straps — following market demand.

"Pharmacies are a big outlet for our sandals — more than half go out through them," says Mr Discombe.

## Computer learning package coming soon

If you are thinking of buying new computer hardware, then make sure you get something that is IBM compatible, was the advice from Dr David Mottram on the Park Systems stand.

A survey he carried out recently showed that this is the most common type of machine to be found in pharmacies. Because of that the new computer assisted learning package he and a colleague have just completed runs on IBM compatibles.

Having obtained a grant from the Department of Health under its central initiative for continuing education, he has developed an interactive "response to symptoms" program — a package aimed at those who might not respond to the idea of distance learning courses.

The programme offers 50 different "consultations", and users can compare their responses to those of a peer group of 70 pharmacists.

The program is going before the Pharmaceutical Society's Postgraduate Education Committee in November for approval, after which 10 copies will be sent out to each of the 14 regional health authorities for loan to pharmacists. There will be a library type system operated for those using the package.

Park Systems this year were demonstrating a sophisticated patient medication interaction system, which operates alongside the existing labelling and system. As well as monitoring drug-drug interactions, it give a full report and check on the patient's clinical situation and age. Interactions are graded in severity. Dr Mottram has helped develop the software.

"It is a clinical aid," says Park's Mike Sprince. The package comes in at £2,500 including hardware, installation and training. Older existing systems can be traded in, or more modern one's upgraded for a fee



# Crookes emphasise commitment to pharmacy

Crookes celebrated a busy year with a new stand at Chemex. Last year, visitors may recall, their underfloor lighting was something of a talking point.

Other events during the past 12 months have included the expansion of the range of Farley's baby meals, launched earlier in the year, and the launch of a soluble version of Nurofen on August 1.

Stand manager Neil Murphy told C&D: "I have been coming to Chemex for four years now, and it is always a good show for Crookes, especially Monday when the more senior people come."

Mr Murphy was uncertain if the boycott of Crookes' by some Liverpool pharmacists is still continuing, but says it was blown up out of all proportion. "Crookes are still very much committed to pharmacy," he said, "and our support for the sector this year has been extensive."

He cited the Crookes' roadshows which drew 300 at Nottingham, 240 at Cardiff and 220 at Cambridge, and their presentation at Alton Towers for Moss Chemists which attracted 23 coaches from Northern branches and a train from London — some 1,500 people altogether.

## Chemcard takes off

John Bell & Croyden look to be well on the way to meeting their sales target for Chemcard home cholesterol testing kits, in spite of the Royal Pharmaceutical Society's refusal to endorse the product until further research is carried out.

They have sold 65,000 kits since the launch six weeks ago. "And that's without a penny spent on advertising," says Lennie Nelson, who adds that John Bell & Croyden anticipate selling to 2 per cent of the UK population in the first two years.

As sole agents in Europe for Chemcard, they clinched deals

during Chemex with buyers from Israel and Japan who flew in specially to visit the company's stand.

"There has been an excellent response to the product at the show," says Mr Nelson, who is optimistic about the independent trials being carried out at the Queen's University of Belfast, where Chemcard is being compared with a Reflotron for accuracy.

Chemcard is also sold through health food stores, Harrods and by mail order. It is available to pharmacists through Unichem and Macarthy as well as direct.



*Allergan were probably more topical than they intended to be with this fighter plane simulator on the stand they shared with Intercare, what with the Gulf crisis and all that. In the cockpit is Mr N. Charda from Saremain Pharmacy, Essex Road, N1. Allergan's pharmacy sales manager Peter Springett seemed to be happy with the interest his "private plane" was creating, although the chances are that it was an enterprising youngster who managed the highest number of "kills" to win a prize of free stock for a lucky parent. Allergan products have been distributed by Intercare since August, so this was their first exhibition together. Mr Charda, on the other hand, has been to every Chemex ever held!*

## Trust E.A.R to plug the gap in the market.

The new hearing protection range from E.A.R. comprises two kinds of earplugs - Earfit soft foam earplugs and Aquafit earplugs for swimming.

Attractively packaged, and presented in an eye-catching point-of-sale unit, this new range is all set to make the very most of the £10m hearing protection market-of which £3m is over the counter.

For light sleepers, nightshift workers, sportsmen and women, Earfit greatly reduce levels of unwanted noise, while Aquafit assist the ear's natural defences for anyone involved in water activities.

Earfit and Aquafit - fit for all your customers and fit for profit too!



**E.A.R.**

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## CHEMEX '90 REVIEW

# EPOC aims to be a household name

EPOC — or the Evening Primrose Oil Co — was started up in the late '70s and set about being a major producer of quality oil. Although it has since developed a branded product, the company still considers itself a bulk supplier. However, that might be about to change.

Norgine's involvement with EPOC started in 1989 when they took on pharmacy distribution. "It was plain to us that this high quality product would benefit from our expertise," says marketing director Hugh Poulton. So, as the man in the advert says, they bought the company.

EPOC has since been

repackaged and a new 1,000mg line added. All products now also contain vitamin E. A major advertising campaign starts in the women's Press in October to run for the next 12 months with a spend of some £300,000.

One of the company's strengths is that it controls every stage of manufacture from actually growing the evening primrose on farms in Leicestershire and Cambridgeshire, through to extraction, capsule filling and packaging. The company claims to be the largest UK producer of oil. Mr Poulton says EPOC is keen to maintain its position as a quality product.

## Huwil's dispensary initiative

A "gable shaped" dispensing unit, claimed to be an innovation in pharmacy fitting technology, made a debut on Huwil Werke's stand.

Distributed by Unico Components Ltd of Guildford, the storage system consists of strong racking complete with floor levellers that accept a range of drawers, including the "gable-shaped" ones on show for the first time in the UK.

The drawers are made from

slotted steel and have transparent side elements. They can be filled from the top on a first-in, first-out basis, making it easier to check expiry dates. Drawer dividers incorporating ticket frames are supplied and separate clip-on ticket holders can hold reference labels or bar codes to assist stock control and simplify re-ordering procedures.

A cylinder locking system acts as a deterrent to thieves in the event of an after-hours break-in.

## Scents restructure

Plenty of Scepts, the bathcare products, perfume and incense company, have totally restructured their sales force in a push to establish themselves in the pharmacy market.

"Formerly we just had two reps, but now we have three self-employed sales consultants plus distributors. Penmoore Marketing of Ascot for London and the South East," said regional sales consultant Kevin Astle.

The upshot has been a greater ratio of their new accounts being opened in pharmacies and their decision to appear at Chemex for the first time.

Since their takeover by the French manufacturer of soaps and perfumes, Sipa, last year, business has been on the up for PoS. "Now we distribute Sipa's products in the UK we have gained access to new outlets," said Mr Astle. "Previously we dealt mainly with gift shops."

## Roche offer the public Vitamin Counsel

There's still much confusion among consumers about which dietary supplements to take and if they need to take any at all.

To help them, Roche Products have set up a Vitamin Counsellor scheme. Consumers ringing the freephone number 0898 20204 can listen to a recorded message then leave their names and addresses to receive a free booklet on vitamins. More complicated queries will be passed to company experts to answer in detail.

The service, which started a couple of weeks ago, is already attracting interest. Roche will launch the promotion the scheme later this week and will start advertising specific products in consumer magazines from the beginning of October. A poster campaign is already underway, using the slogan "It's your body".

Peter Ashe, national sales manager, told C&D: "The concept is to help people who are confused about dietary supplements. As a major manufacturer, Roche have carried out extensive research in this area and we believe we have a great deal of expertise to offer."



Which one is the cut-out? England and Tottenham Hotspur footballer Paul Gascoigne is helping Elida Gibbs to promote Brut in nationwide advertising starting in November. Exercising their skills with "Gazza"-signed football are (left to right) Ian Lemon, trade sector manager; Paul Gascoigne, Tottenham Hotspur and England; Chas Court, wholesale chemist manager; and Ian Pritchard, sales operations. The football has been given away following a prize draw on the stand. Although Gazza was not visiting Chemex himself, a former Brut sponsor — Henry Cooper — was on the Elida Gibbs stand on Monday. Henry is still being used for personal appearances because of his long-standing association with the brand.



# If you think any other Evening Primrose Oil has the edge on EPOC, then we'd like to sow a few seeds of doubt.



*EPOC comes from the Evening Primrose Oil Company, one of the first and most experienced companies in this field.*



*EPOC Evening Primrose Oil contains over 10% of its fatty acids as GLA (gamma-linolenic acid) and includes a small quantity of Vitamin E to maximise its availability in the body.*



*The Evening Primrose Oil Company directly controls every stage of cultivation and production, ensuring the quality and purity of oil in all EPOC products.*



*A new 'one-a-day' 1000mg capsule has been added to the EPOC range to give your customers even more choice.*



*Furthermore, we grow virtually all our evening primrose crop in this country, making us the largest producer of high quality Evening Primrose Oil in the United Kingdom.*



*The EPOC range has been relaunched in attractive packaging to transmit this message of quality to your customers.*

*Finally, we are spending £300,000 on a consumer promotional and advertising campaign to establish EPOC Evening Primrose Oil as the finest that money can buy. So stock up with EPOC now and watch your profits grow. EPOC - from the Evening Primrose Oil Company.*



*Evening Primrose Oil Company Limited, 116-120 London Road, Oxford OX3 9BA.*



# GARLIC COULD HELP TO MAINTAIN A HEALTHY HEART AND CIRCULATION

**KWAI Highly Concentrated Odour-Controlled Garlic Tablets are the nearest thing to raw, fresh garlic.**

In many countries, the benefits of eating raw fresh garlic as a natural supplement to the diet have been appreciated for centuries.

Science is now confirming many of these benefits in support of the body's natural systems — so important in our advancing years and when subject to the demands of today's lifestyle.

In particular, recent research indicates that garlic could help to maintain a healthy heart and circulation by helping to keep cholesterol levels normal. However, eating enough fresh garlic has obvious difficulties. KWAI Highly Concentrated Garlic Tablets, produced from the highest grade organic Chinese cloves, are the ideal way to take garlic whatever your reason.

Unlike KWAI, most garlic products provide only oil and little or none of the important allicin-forming substances present in raw garlic.



KWAI contains the original constituents of fresh garlic, including the important substances which yield the extremely active but highly odorous allicin; all this in a tasteless, odour-controlled and easily swallowed tablet form. The ingredients are standardised to give a rich allicin yield at a consistently high level.

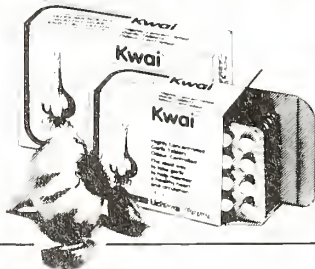
In the past 7 years KWAI has become Germany's most popular health-care product. Introduced here in 1988 as a food supplement, it has been extraordinarily well received by the British too.

KWAI is the ideal way to supplement the diet with garlic whatever the reason, and garlic could help maintain a healthy heart and circulation.

KWAI is available in 100 and 200 tablet packs from most chemists shops throughout Great Britain.

**Kwai, the highly concentrated, odour-controlled yet allicin rich garlic tablet which over 1 million Germans use to supplement their daily diet. The ideal way to take garlic whatever your reasons.**

Available from chemists shops throughout Great Britain.  
**KWAI. The spice of life!**



## CHEMEX '90 REVIEW

### AAH bring on Maggie

AAH cornered a sizeable audience on both days of the exhibition when visitors to their stand were stunned to be confronted with no less a personage than the Rt Hon Margaret Thatcher, MP, the Prime Minister.

"Pay attention," Maggie boomed. "This is the Prime Minister talking down to you, so stop fidgeting at the back. Come to me and talk about discount and I'll talk to you about clawback."

If you think this sounds more like the script from TV's "Spitting Image", you'd be right. AAH had "borrowed" one of only three lifesize models from the show (the other two being Prince Charles and Ronald Reagan) and arranged their own soundtrack.

Once Maggie's imperious tones had brought visitors to the stand, there were more substantial benefits to hear about. For every new account signed up at the show AAH were offering a free luxury weekend. By Sunday evening marketing manager David Watkinson was happy to say they were into double figures.

"We do not normally expect to open new accounts at a show like this — it's too complicated," said Mr Watkinson. But where there's a will there's a way.

On the computer front AAH were demonstrating a new software enhancement which will allow stock control of the 23,000 lines in the AAH inventory. The new Link software will be released towards the end of October and, like all updates, will be sent out free to users.

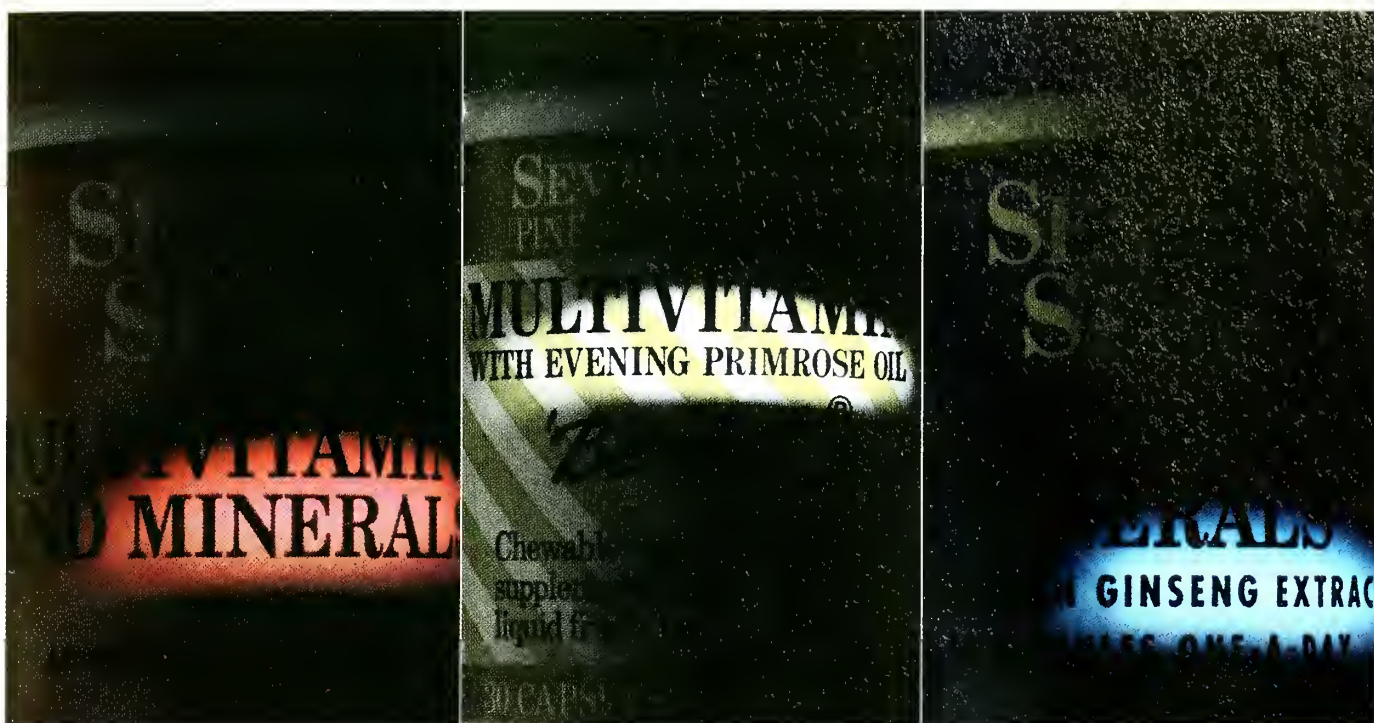
The program is invaluable in determining stock levels, said computer services manager Simon Driver, and although it might lack "pazzz" it is something retailers have been asking for.

The Link labelling software has also been rewritten to take into account the latest amendments from the Royal Pharmaceutical Society. One or two suggestions have not been taken up though. Says Mr Driver: "We don't think the use of the word 'puff' is professional." He was referring to the instruction on the use of aerosols.



AAH's "Maggie" goes heavenwards in the capable arms of Dave Gauder, the strongest man on earth, who was at Chemex promoting Minamino — the only dietary supplement he takes. Dave holds eight Guinness world records, one of which involved pulling Concorde 40ft and — the latest — lifting a Subaru Sumo microvan. AAH's Dave Watkinson (right), acting parliamentary private secretary for the day, looks on.





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Seven Seas – the number one choice for vitamin and mineral supplements.

## SEVEN SEAS

*The Multivitamin Range*

Seven Seas, Hedon Road, Marfleet, Hull HU9 5NJ.



# Dritech — the safe and sure solution to bedwetting

Nowadays it is possible to discuss Aids, VD, condoms and many other subjects which previously would have been taboo. However, one thing remains which cannot be discussed — incontinence. The reason for this is embarrassment. This feature is concerned with one range of products designed specifically to deal with one of the side effects of incontinence — the inevitable damage to bedding

Sufferers from incontinence feel that they have returned to babyhood and will go to any lengths to avoid discovery of their problem, even by family and friends. Although some forms of incontinence will respond to treatment, there is even a reluctance to talk to the doctor, so in most cases the condition goes untreated.

The number of incontinent people is huge. Apart from those where incontinence is caused by mental or physical handicap, the older a person is, the more likely he or she is to be incontinent. It is also a condition more common in women than in men. Below retirement age 1.6 per cent of men and 6.5 per cent of women are believed to be incontinent, and above it, the percentages rise to 6 per cent and 11.5 per cent respectively.

The total is in the region of three million people. These represent an enormous potential market for the pharmacist. Pharmacists have a great advantage over the doctor — they are anonymous. It is possible to seek their advice under all sorts of pretexts, which would not apply to the family doctor with their intimate knowledge of the person concerned.

## The problem

Those who have to care for incontinent find it a major problem. Apart from the endless washing there are problems of hygiene, odour, and last, but by no means least, the simple fact that expensive mattresses, pillows and duvets are quickly ruined by urine. All sorts of things are pressed into service to cope with the problem — polythene sheets, rubber sheets, even dustbin bags. Special products have been available for some time.

However, virtually all such products have been made of PVC, a material with many drawbacks for this purpose, one of which is a potential health hazard.

PVC is essentially a hard material. In order to render it soft plasticisers must be used. These are leached out by such substances as urine, perspiration and disinfectants. The result is that the material hardens and, being very thin, cracks,

leaving it as waterproof as a tea bag. Even before cracking occurs the occupant of a bed will feel considerable discomfort.

The second problem is cleaning. Because PVC cannot be disinfected there are only two alternatives: cleaning with soap and water *in situ*, or removing it for washing. The former is ineffective and in most cases, because of the construction, impossible

without wetting the mattress, pillow or duvet. The latter is a nuisance, particularly as careful drying, away from heat, is also essential.

The third difficulty is fume emission in the event of contact with an ignition source. In these days of fire awareness the consumer has a right to expect that his or her bedding protection should be fire retardant, and



*The Dritech 100 range — mattress cover, pillow cover, duvet cover and draw sheet*

### Dritech 100 products

	Trade price	Retail price	Margin %
5 Single Mattress Covers	£5.20 each	£9.99 each	40
10 Draw Sheets	£1.03 each	£1.99 each	40
Starter pack	£36.50	£69.85	40

Special launch price for above pack is £35 giving a margin of 42.5 per cent. Cost price includes delivery.





there is no difficulty in achieving this with PVC. However, whether fire retardant or not, this material will emit 70 per by weight of hydrogen chloride gas when in contact with an ignition source. (This highly toxic gas is produced even when the material does not actually burn). Apart from its suffocating effect, hydrogen chloride combines with water in the lung tissue to form hydrochloric acid, which, even in small quantities is unpleasant for the sufferer.

### **The solution**

In 1986 Porter Chadburn (Plastics) Ltd decided to develop a totally new material specifically to protect bedding from the ravages of incontinence. The result was Dritech 100.

Dritech 100 is naturally soft and contains no plasticisers, so it will never harden or crack. Additionally it softens still further under body heat, making it exceptionally comfortable in use.

Dritech 100 products, being sealed with Velcro, completely enclose the mattress, pillow or duvet. They do not stain and will not retain odour, so can be easily cleaned on the bed with a damp cloth or sponge, with or without detergent. If clinical cleanliness is required any household disinfectant may be used without fear of damage.

Flame retardancy is of a very high order, reaching Crib 7 of the PSA Fire Test Specification no. 5. The DSS and NHS requirement is Crib 5. Fume emission is nil as Dritech 100 material contains no halogens, nor does it contain any toxins to leach out. It is therefore totally safe for use on cots and for the elderly or frail.

Since its launch in 1986 the range, which comprises all sizes of mattress covers, pillow covers, duvet covers and draw sheets, has been sold exclusively to hospitals, nursing homes and residential homes in both the public and private sector and many thousands are now in use.

Over the past year tests have been carried out among the general public with highly encouraging results and the company has decided to market the range directly through community pharmacists.

Obviously, no retailer wishes to be forced to stock huge quantities to obtain a worthwhile margin, so a "starter pack" is to be offered comprising the most popular items, with prices and margins.

### **Three year guarantee**

Finally, all products except draw sheets are guaranteed for three years, making Dritech 100 not only the best, but also the cheapest bedding protection available.

Counter leaflets are available to assist you.

*For further information or to place an order please contact:*

**R. G. A. New**  
Sales and Marketing Director  
Porter Chadburn (Plastics) Ltd  
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Workington  
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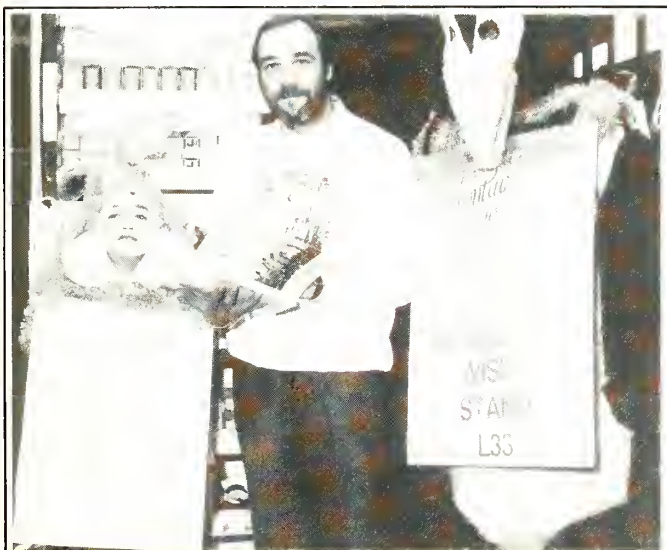
now offers you even better profit opportunities in this fast growing market.

**ROBINSON'S**  
*Baby Drinks*

THE TASTE OF SUCCESS



# Village people keep themselves busy



Ex-Greenpeace chairman and environmental campaigner Peter Wilkinson signed copies of a book on Antarctica where he will be next week, preparing for his fifth expedition. His furry friends on the Montagne Jeunesse stand were Conrad, son of international sales manager Jean Barrett, and — heavily disguised — Amanda Brookes, marketing assistant



Unichem chief executive Peter Dodd with his new company car? No, but it has been won by someone placing an order at the show

The National Pharmaceutical Association's "village" was bustling with activity throughout the show. "We're very pleased with the new format which worked well," director Tim Astill told C&D. "We had many more visitors than last year and there was a great deal of interest in all NPA services, particularly training courses, which is most gratifying."

Business services manager John Goulding says the NPA could have done with twice the space to accommodate more of its recommended suppliers. Having everyone together made it easier

*The NPA's village of suppliers was something few visitors could pass through without stopping*

for customers to be referred to suppliers and back to the NPA for a second opinion, he said.

Village person Gerry Harraway, director of the Proprietary Articles Trade Association said: "We were very pleased with our first appearance at Chemex. We made some good contacts and met many pharmacists who didn't know what we did, so it was very worthwhile."

Fax machines were a popular purchase and David Thomas, NPA Board member, sold three within 10 minutes of the doors opening. "This seems to be the new management tool for the retail pharmacist," he said. Department of Health please note: it is a communication aid.

## NPA hopes to teach pharmacists to manage

The National Pharmaceutical Association is launching a business management distance learning course for pharmacists.

It comprises three modules — the law, marketing and dealing with people. Each unit can be studied on its own, the purchase price being £40 each plus VAT. Alternatively, pharmacists can arrange to study the three modules over two years, when the fee is £100 plus VAT. Successful completion of all three leads to an NPA certificate.

One advantage of distance

learning is that you choose the "when and how" of your study, says the NPA. As a guide, each unit should take about 25 hours, which means that a module could be completed in three months by studying for two to three hours a week.

The NPA was also showing a range of items commemorating the Royal Pharmaceutical Society's 150th anniversary next year. The souvenirs include ties, delft jars, a marine clock and barometer, place mats and crested sweaters.

## Own label line up boosted by Unichem

Ten new own label product launches in oral hygiene, bathcare, vitamins and food supplements were unveiled by Unichem at Chemex.

They are predicted to boost sales of the company's £25 million own brand product portfolio by a further £500,000. Unichem is close to finishing the repackaging of its 300 plus own label products at a cost of over £200,000; the range is showing 22 per cent growth year on year.

Assistant marketing director Tony Foreman is excited about the new oral hygiene lines in particular (see p556). It is a booming market, and he says the selling prices of the four products in the range will "substantially undercut existing brands".

Increasing emphasis is being put on the agency side of the business: Liza Goddard will be promoting Pharmaton on TV's for two weeks in October and a

pharmacy exclusive display stand for Ever Ready batteries is ready for the Christmas sales peak. "We are getting approaches every week in the agency field, and this is an area of the business that will grow," predicted Mr Foreman.

An "innovative" Christmas promotion for selected own brand products was also unveiled. The company has joined forces with Mars Confectionery to offer a free Mars Christmas gift pack to consumers in return for six proofs of purchase from any of 40 own brand children's and family products.

While the Gulf crisis has dented confidence in the Stock Market, Unichem are still on course for flotation in mid-November. However, in a troubled market one option might be to delay the rights issue. Finance director Jeff Harris was expressing confidence at Chemex.



## European flavour from Actionchem

Actionchem Ltd, importers and distributors of health and beauty products, used Chemex to promote to independent pharmacies two brands from Switzerland and from France.

Haar Sana is a Swiss haircare range which includes protective shampoo and concentrate designed particularly for the treatment of damaged hair. The products are formulated with Swiss herbs and millet extracts which are said to be beneficial to the scalp. They are free from harsh chemicals, and are formulated without cruelty to animals. They will be promoted

through consumer exhibitions, in-store demonstrations and public relations through women's magazines.

Vuarnet sun cosmetics from France offer three levels of protection for all skin types — level 4, 8 and 15 (total protection). Vuarnet total protection special ski is a stick formulation with a clip incorporated on to the base for attaching to clothing. The range also includes after-sun and self tan products.

A display stand for pharmacies holds six of each product and free sunglasses are available depending on order size.

## A Sterling partnership

The co-operation between Sterling and Kodak at salesforce level over the past year was reflected in their liaison at Chemex this year. Kodak were at least as well represented on the shared stand, and are pushing hard with their Kodacolor Gold film. They have announced a £6.5 million consumer advertising budget and a promotion featuring free cinema tickets.

Meanwhile at the other end of the stand... Sterling Health were promoting their "display for profit" system for the shelf layout of medicines. This is an area Sterling puts a lot of effort into, and their sales reps have been

promoting the planogram for some time.

Education was something of a sub-theme for Sterling Health at this year's show. They are looking to make their pharmacy Educare programme a talking point. It has been a successful venture for the company, as trade marketing manager Roger Beazer explained: "We have operated the Educare roadshow for three years now, and even with 12 shows a year 120 assistants are attending each one."

With Kodak now owning Sterling Drug the partnership between Kodak UK and Sterling Health looks to be long term.

## Sunny times for Windsor

Anthony Bush, Windsor Pharmaceuticals' director of consumer products, was spotted wandering around looking pleased with himself yesterday.

The reason, it transpires, is the latest set of marketing data from Nielsen, which shows that while sunprep sales have risen 15 per cent (sterling) in the last 12 months, helped by the long hot Summer, Windsor's Uvistat has rocketed by 40 per cent.

The brand now has higher unit sales in independent pharmacies than competitors like Bergasol,

Hawaiian Tropic and Piz Buin, claims Mr Bush. "The reason is that the consumer has grabbed the high protection message, not only on UV-B but also UV-A as well," he says.

"We are working on a factoring system for UV-A," says Mr Bush, and he suggests an announcement could be made at the beginning of November.

Sun protection factors have been highlighted by market researchers AGB to be one of the areas of interest in next year's toiletries market.



The quiet before the storm for APS business development manager Sandie Ford



Jenks sales director Ron O'Keeffe presents Mr R. Patel of Bentley Chemists, Peckham with a colour television won in a draw for Chemex Swaddlers' customers made by C&D Editor John Skelton (right). Looking on is Emma Baird, Swaddlers trade marketing manager

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## Project Development Grants

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Do you want to make a positive contribution to the development of your profession?

Have you got a good idea for a practice research project?

If you have answered yes to any of the above questions, then read on.

The Project Development Grant Scheme is open to every registered pharmacist, resident in England, who is interested in Practice and prepared to invest time in undertaking useful research in this field.

We are therefore inviting registered pharmacists from any sector of the profession and academic staff of schools of pharmacy to submit research proposals for consideration as part of this Grant Scheme.

Our definition of Practice Research is very broad and includes observational as well as experimental studies covering all relevant research methodologies. We are looking for research proposals which will examine any aspect of the pharmaceutical service in the Community or Primary Care sector. This does not preclude practitioners based in other sectors of the profession from applying but the proposed research must look specifically at an aspect of the Pharmacy in the Primary Care or Community Sector.

The research proposal should include a clear state-

ment of the research question being addressed, background details with references where possible, an outline of the experimental methods to be employed and an accurate forecast of the cost (which should take account of salary increases where applicable and list any items of equipment to be purchased separately).

The annual sum of money available for each Grant is not large and applications for sums in excess of £15,000 are unlikely to be considered. However, even if you only need a small amount of money, your application will be considered alongside other more ambitious projects.

Applications should be forwarded to Mrs Rendell at The Department of Health, Room 124, Portland Court, 158-176 Great Portland Street, London W1N 5TB. The Closing date for receipt of completed applications is 10th December, 1990.

The project Development Grants are provided for under The Pharmacy Practice Research Enterprise Scheme and are funded as part of the commitment made to Pharmacy Practice Research in the Primary Care White Paper "Promoting Better Health".



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# WAR PAINT

**Renowned as a fashion-led sector, the colour cosmetics industry has come into its own over the past year, proving that it is capable of producing a succession of genuinely new ideas. All good news for the consumer but how is the pharmacist faring...**

Fashion trends have always been the largest single influence in the colour cosmetics market, however more healthy lifestyles, "green concerns" and the increasing number of working women, have also played their part in developing the sector over the past year.

We are seeing more treatment products than ever before emerging from the industry as well as a rise in the popularity of hypo-allergenic ranges. Consumers are expressing a genuine concern over whether or not their cosmetics are tested on animals and more manufacturers are "coming out of the closet" when it comes to stating their policies. "The public concern for the availability of beauty products without cruelty to animals is increasing," says a spokesman for Cristina of London.

The healthy living trend has also had an influence on the colour ranges being

produced — out go garish fluorescents and in come natural shades, with companies moving back to nature for inspiration. The sector is still colourful but the colours are more natural. Colin Pollard, marketing director with Ultra Glow says: "Today's consumer is highly sophisticated and ecologically educated to be aware of the issues that are at stake, and it is she who will decide the direction that the market will take."

Although cosmetics are by definition "non-essential" consumer products, they are achieving one of the fastest rates of growth in market size. Figures from Nielsen put the market at £450.3m for the year ending May/June 1990, up 4 per cent on the same time last year. They state that nail and eye make-up are down slightly, with growth mainly in face make-up, which accounts for 36 per cent of the market, up 8 per cent on last year. Nielsen give lips a 23 per cent market share (5 per cent up on last year); eyes a 30 per cent share (up 1 per cent) and nails a 10 per cent share (down 2 per cent). Almay believe that the latter is likely to continue to decline over the next year.

Interestingly enough, despite rising interest rates and warnings to "tighten our belts", it seems that customers are willing to spend more than ever on their make-up. This is borne out in the increased market share of premium products, with an average

price of £8 being paid. The premium sector now accounts for 20 per cent of the colour cosmetics market for the year ending May/June 1990. This is up 7 per cent year on year and showing the fastest growth. Diane Miles, marketing manager with Lancôme says: "Women are seeking good quality cosmetics with a treatment function and they are prepared to pay slightly more than usual for them." The middle market (average price paid; £2.05) takes a 44 per cent share, up 6 per cent on last year, and the budget sector accounts for 24 per cent of the market, also up 6 per cent. Direct distribution brands, including Avon and Oriflame, however, are losing share. Now they account for 12 per cent of the market, down 6 per cent.

Boots No 7 still remains the most popular brand, according to Nielsen, followed by Max Factor and then Rimmel. Max Factor see themselves with a 14.3 share of the market, Rimmel with 11 per cent and Boots with 18 per cent (including all brands). This positioning has changed only slightly year on year, say Nielsen.

Distribution trends are interesting. According to Max Factor Boots take a 39.2 per cent share of the market (16.8 per cent of this is Boots own brand); the independent takes a 12.6 per cent share (up 5 per cent on last year); department stores a 17 per cent share, and grocery stores 4.1 per cent (up 11 per cent).



# Paying for performance

At a time when the premium end of the market has never looked healthier, we look specifically at the sector and ask why customers are willing to pay more than ever to look good

Figures from Nielsen show quite clearly that money is no option when it comes to buying cosmetics. The premium sector accounts for 20 per cent of the total market, up 7 per cent on last year. Revlon estimate the sector is worth £110m and say that there has been an increase in the average price paid of about 9 per cent. Customers are prepared to pay the prices of some of the high profile brands, so long as performance is perfect — any faults or disappointments are unforgivable when premium prices are being paid.

As premium products grow in popularity it is crucial that pharmacists and their assistants understand this top end of the market and merchandise their products accordingly. Ranges such as Lancôme, Elizabeth Arden or Christian Dior will not sell themselves in the way that the mass market products do — customers buying these products demand service.

Roja Dove, Guerlain's Visagiste says: "These consumers are very self-assured and will not settle for mediocrity either in product or in service. According to Lancôme's marketing manager Diane Miles "Consumers are looking for something different — something unusual but practical". The company hails Maqui Eclat foundation as its success story of the 90s and feels that it is responsible for increasing its overall market share.

## Barely there

Creating the natural look means choosing the right foundation, and the premium sector has been busy in this area over the past year, attempting to create a "barely there" look, while ironing out any imperfections. The look is "understated" and it will certainly continue over the next year, say Guerlain. This year we have seen powder and liquid foundations being combined in both premium and mass market sectors. Orlane have come up with Teint Extraordinaire (£15.50) a formulation in six shades combining a cream foundation and a powder. It has been complemented with Rouge Extraordinaire, a protective lipstick containing beeswax and musk oil (£9.50).

"Less is more" has been the key phrase taking Elizabeth Arden into the '90s, and with this in mind they introduced a flawless finish matt powder make-up (£14.50), said to "enhance rather than camouflage" the skin. It also contains a sunscreen — a quality that consumers are starting to demand. With this in mind, Roc have changed the formulation of their matt foundation to include UV protection and renamed it Sunblock foundation.

Guerlain came up with Whisper Spray (£17.50), hailed as the first aerosol face powder. The product took over three years to develop and gets first prize for innovation in the sector, creating the matt look of the '90s with the minimum of fuss. It seems that a number of "me too" products will raise their heads over the next few months. "We are aware that some of our major

competitors are looking into this area at the moment," says Roja Dove.

The long hot Summer has set its own trends in this sector, guiding consumers towards the "sun kissed" look. This year Christian Dior introduced Terra Bella, a sheer powder in two tanned shades (£12.50). Meanwhile Clarins create this look with their range of tinted moisturisers. Although the word on the grapevine is that 1991 will herald the appearance of a Clarins colour cosmetics range, the company remains tight lipped on the subject. It would certainly be a logical move for one of the few remaining skincare houses without its own colour range.

## Permanently tanned

First prize for creating a permanently tanned look without the sun, must go to Lancôme's Esprit de Soleil (£15), described as the first treatment with non-ionic microspheres (patented) to combine a tanning action with a skincare action. "It is so important nowadays that cosmetics not only create the desired effect, but also treat the skin at the same time," says Diane Miles. The latest product to enter the Lancôme portfolio is Rouge Absolu, a lipstick said to offer supreme comfort with longlasting colour. It comes in 24 shades and is the first product to be dressed in the new company packaging — a deep grey background encrusted with gold. (£10).

At the beginning of the year Dior introduced a lip liner crayon complete with brush and shaper (£6.25). The company has also concentrated heavily on eyes this year and introduced mascara parfait with cashmere (£9), as well as a host of new eye shades for Autumn. Givenchy have introduced a luxury colour harmony powder prism — a new version of their original powder prism that can be carried in a handbag (£14.50).

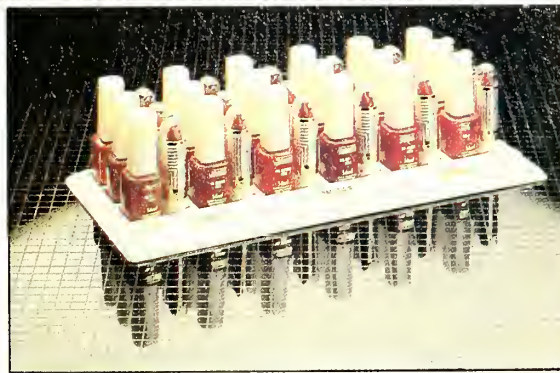
Obviously, the sector is moving fast, but how is it faring in pharmacies?

"Pharmacists stocking premium brands usually tend to specialise in them," says Lancôme's Diane Miles. "Customers paying premium prices demand top quality service from skilled consultants. Pharmacists dealing with these brands must know as much about them as they can to deal with consumer queries, and assistants should be sent on as many courses as possible," says Ms Miles.

She stresses that tester bars must always be kept well stocked and scrupulously clean. "If a brand introduces a new colour statement, it must be given adequate prominence. Manufacturers can only support pharmacists if they offer their support in turn," she says.

## A buying pattern

Guerlain's Roja Dove believes that there is a definite pattern to colour cosmetic purchase. He says that eye shadows are usually bought on impulse because a colour



Gallery look to lips and nails



A £250,000 campaign supports Corn Silk

is attractive or eye catching; blusher is bought because a customer is "totally fed up" with the shade she has had for the past year; and lipstick is usually always the same "favourite colour".

In looking to the future, Diane Miles believes that the premium end of the market will continue to move towards increasing the number of treatment products available. "Customers are wising up to skincare in a big way and no longer want to clog up their complexions with make-up that has no beneficial properties", she says.

In looking towards colour trends in this sector, manufacturers believe that the "back to nature" theme will continue into the '90s. "There is no strong fashion direction at the moment in clothing or in make-up. The urge to look natural will continue, but people are still searching for a look — it makes them feel more secure," says Roja Dove.



Ultra Glow entered the market eight years ago



# A sensitive issue

The '90s trend towards purer products and healthier living is good news for hypo-allergenic cosmetics. Sensitive skins are big business and as the world turns green, sales of these ranges are in the pink. We look at the philosophies behind some of the bigger brands

A report recently published by Mintel investigating what consumers are looking for when purchasing toiletries and cosmetics concludes that 30 per cent of consumers seek cosmetics that are natural/unperfumed and hypoallergenic. It also reveals that more consumers than ever before are seeking specialist ranges, and are moving towards outlets that stock these ranges. This is all great news for manufacturers of hypo-allergenic products, who are making the most of their current popularity with a whole host of new launches.

Innoxa was bought by Glopec UK last year, and chairman Ian Clayton Smith claims to have "had his eyes on the brand" for some time. "Innoxa is one of the few truly British cosmetic and skincare houses left and the philosophy is perfectly in tune with current consumer trends," he says. Last year Innoxa grew by 40 per cent year on year and a massive 70 per cent of business is through pharmacies, says Mr Clayton Smith.

He claims that a new type of Innoxa consumer is emerging. Although he is reluctant to call her "the thinking woman", he believes that this old cliché best describes the customer who has turned to the Innoxa brand. "This woman cares about the way she looks, but also cares about what she is putting on her face. She wants to know as much as possible about her chosen brand," he says.

Mr Clayton Smith believes that consumers should have the right to choose which products they use on their skin. "They can only make this kind of choice if they know what cosmetics contain in the first place," he says.

With this in mind, he has pledged that by 1992, all products within Glopec's cosmetic and skincare range will feature full disclosure labelling. "All products should carry labelling disclosing ingredients as well as whether or not they have been animal tested, if they are biodegradable, or contain animal ingredients, the consumer will eventually demand this," says Mr Clayton Smith.

## The green wash

Roc, say that company sales are up 50 per cent year on year, and claim that this is chiefly due to the "green wash". According to medical coordinator Anita Lee: "The consumer's desire to be green has had a massive impact on sales of cosmetics for sensitive skin. People are no longer prepared to put anything on their skins, they are seeking purer products to match a purer lifestyle."

This month sees the launch of a new range of sheer balm lip glosses (3g £4.75). Available in three shades of pink, the product is conceived as a make-up line but has been formulated as a skin care product, say Roc.

Despite the diversity in colour offered by the Roc cosmetic range, the company considers only 12 of the 150 cosmetic pigments available as acceptable for hypoallergenic products. Anita Lee stresses that contact lens wearers are a



Almay promise more launches



Sensiq sales should top £8m say Rimmel

prime target for hypo-allergenic products, and the pharmacy assistant can play a vital role in answering the questions that are bound to occur after the wearer has left the optician.

The company also stresses the important role played by the pharmacist in marketing products for sensitive skin. "There is a bond or trust between the pharmacist and the consumer which is cemented by the medical and ethical heritage represented by the white coat," says Anita Lee.

## Knowing the ranges

If a pharmacist is recommending a hypo-allergenic range to a customer he must know the range and be aware of the possible allergans within products. "Pharmacists must get as much information as possible on various ranges and should send their assistants on as many courses as possible to enable them to speak to the consumer with authority," Anita Lee says.

She adds that the pharmacist will usually be the first person that a consumer will go

to if she has an allergy to a particular cosmetic. "Pharmacists should be able to isolate the cause of the allergy and then contact the company in question."

Almay, who claim a 4.1 per cent share of the overall market, are launching a colour performance lipstick this month. They say that they have already increased their share of the lipstick sector by 7.1 per cent to 1.1 per cent and expect this to increase further after the launch. For the future the company will be introducing moisture silk duo palettes for the eyes (£4.95). In November they will introduce colour performance conditioning mascara (£5.95). For Christmas the company will bring in an Almay trial size offer which includes extra protection make-up (13ml £2.95) gift wrapped in a Christmas box.

Rimmel launched Sensiq in September 1988 and latest estimates indicate that sales should reach £8m (retail) by the end of the year. The company claims to have doubled the number of stockists carrying the brand in 1990. A water resistant eye definer (£2.49) has just been introduced into the brand portfolio.

Max Factor's claim that their Swedish Formula brand holds a 0.1 per cent share of the total market, down slightly on last year.

Manufacturers of products for sensitive skins seem to be working hard towards making their ranges fashionable as well as gentle. Most ranges now feature at best one colour statement a year and on the whole, colours are kept up to date. There used to be a belief that sensitive skin meant wearing boring, drab colours. However, the message from hypo-allergenic manufacturers this year rings out loud and clear — consumers with sensitive skin can be just as fashionable as anyone else!

Examples of some of the more common allergans often found in Cosmetic and skincare products.

Aldehyde, Benzoic acid E210, Bergamot, Collagen

Eosin and derivatives, Formalin, Kohl

Lanolin, hydrogenated lanolin, wool alcohol, Perfume

Sulphur, Sunset yellow E110, Wax esters

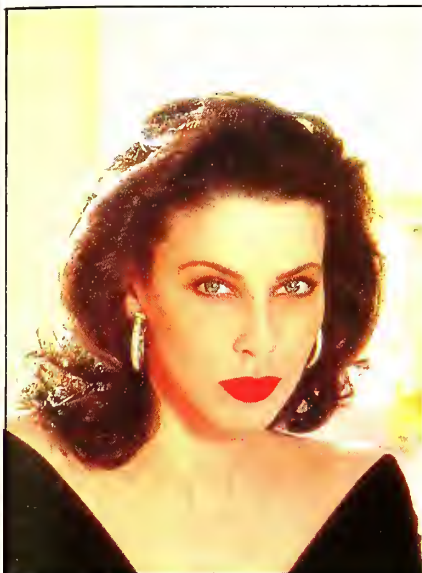
Source: Roc Laboratories



Innoxa promise product labelling



# Colour in the middle



*Orlane continue to expand*



*A new look for Cristina*



*Bourjois aim to treat the skin*

Throughout the market from budget to premium, the buzz word is foundation. As face make-up continues to grow in popularity, manufacturers are latching on and coming up with the goods. Bourjois have brought three products into this arena: Teint leger mousse (£4.99), poudre leger (£4.99), and a bronzing powder (£4.99) which is said to bring a healthy glow to the complexion. The company claims to have increased market share by 60 per cent and promise an "aggressive programme of new product launches this year as well as the launch of a new lipstick in February 1991.

One of the biggest companies in this sector has to be Max Factor with a host of eight brands in their Portfolio. The Max Factor brand has shown an increase in market share of 8 per cent this year, says the company. Miners, meanwhile have concentrated on a series of special offers over the year, including a free gift with purchase promotion. Colorfast, sold on its staying power, has seen the introduction of a tinted moisturiser (£5.95); a bronzing powder and a complete collection compact foundation and blusher. Quick cover face make-up is the latest introduction to the Maxi portfolio (£2.19). Meanwhile Mary Quant has been given a face lift for the 90s. This year brought a redesign of the whole range, with redesigned packaging and reduced prices.

The company believes that 80 per cent of cosmetic buying is impulse purchase: "Impact is vital and pharmacists should stock a full range which will show colours off, it is colour that draws people in".

It has been an interesting year for Rimmel who have chosen 1990 to reassess their relationship with the independent. They have come up with a "total care" programme designed to increase their market share and raise their profile in the pharmacy sector. Display stands have been redesigned and pre-paid return labels have been introduced. The company has also sent out a customer expectation survey. Rimmel are supporting the brand with a £5m advertising campaign and have just added a precision eye liner (£2.49), to their portfolio, as well as the Colour Dimensions collection of eye shades, each containing 9 colours (£2.99).

This year, Glopec gave their recently acquired Lechner brand a face-lift with improved packaging and revised graphics. A sheer foundation has also been added to the range (£3.49). It is said to follow the trend towards "understated" make up.

In stressing the importance of good display techniques Fashion Girl have joined with Beauty Options to produce a complete range of colour cosmetics all in one compact floor standing (57in by 30in). The unit holds 45 eye shadows, 9 blushers, and six face powder colourways each with their own individual magnetic "shoes". They are said

to fit into two sizes of compact.

Gallery Cosmetics, meanwhile, are concentrating on lips and nails with their latest addition Gallery Twins — a range of matching lip and nail colours in shades of rose. Also concentrating on lips and nails this season are Cover Girl, who have introduced a longwear lip colour (£1.99), described as a lipstick and lip liner in one.

Revlon claim that sales into pharmacies for the year ending Jan/July 1989 were up 35 per cent. They believe that the popularity of face powders and mascaras reflects the current trend towards more natural faces. With this theme in mind, they have come up with colour memory eye shadow on shelf from October at £7.95. To match this, they have also introduced six new shades into their colour memory lipstick range (£7.95).

Cristina of London recently relaunched their "new look" range of colour cosmetics kits in black with a multi coloured logo or sienna with gold. The company says that it does not test on animals and that none of its raw materials contain animal derivatives.

It is currently planning a line extension to the childrens face paints, and several new cosmetics are expected.

Ultra Glow first entered the market eight years ago with their original bronzing powder. Marketing director Colin Pollard believes that bronzing powders are here to stay due to consumer concerns over the harmful effects of the sun. Ultra Glow produce a range of 12 specially selected lip and nail colours and this Spring introduced their bronzing gel.

This Spring also saw the introduction of Corn Silk liquid foundation from Chattem UK, formulated to complement their existing range of face powders (£3.95). The range has now been entirely repackaged and is currently supported with a £250,000 advertising campaign. Chattem have introduced a counter display unit for Corn Silk and say that consumers displaying the units for a minimum of three months will receive a "special bonus".



*The Natural look is in say Revlon*



# In my view....

Stocking colour cosmetics is no easy business. Community pharmacist David Allen passes a critical eye over the past year and warns manufacturers to neglect the pharmacy sector at their peril....

Autumn has arrived and the representatives are now embarking on their Christmas journeys showing us their wares for the so called "highlight" of the season. We have taken stock of our colour cosmetic ranges and have found that all is not as well as it would appear on the surface.

In the past year the cosmetic industry, like the rest of the country, has been suffering from rising costs and rising interest rates. Companies have witnessed a change in the volume of traffic through their accounts. One would have thought that with this sort of pressure on the industry, it would have reacted positively by taking the opportunity to improve its image within the Trade. A look at the ranges we stock shows what has been happening.

The success story of the year must be Clarins again for the best performance within the store across a range of products. A stockturn of approximately 6.5 has been achieved — no mean task for an agency — and the staff are eagerly looking forward to the launch of their colour range in 1991.

## A successful position

Two companies, Lancôme and Christian Dior vie for the next most successful position, although their performances during the year have been somewhat different. Dior have now got their act together and provided that the stock can be kept under tight control they could be a success of the early '90s. The only thorn in my side when dealing with them is their persistence in treating chemist accounts like store accounts. We just do not have the man (woman) power to carry out stock checks on a weekly basis! I would have thought regular monthly checks are more than adequate for the smaller account. However, their staff commission has improved turnover and increased the staff interest in the range — other companies please note! The last year with Lancôme has been somewhat depressing for us. A successful range such as theirs has increased in price and size quite substantially in the last 12 months but has been neglected by the lack of promotional activity to the extent that the show material (tester bars) is now looking tatty and in desperate need of replacement. I fear their policy has been changing from promoting chemist accounts to store accounts. I hope this trend will cease very soon, before it is too late both for the company and the smaller accounts. Lancôme really are moving up towards the large accounts then I fear they will be the worse off in the long term as their distribution will suffer considerably.

Two houses for which the year seems to have been a disaster are Charles of the Ritz and Elizabeth Arden. The former, since their takeover by Revlon, have rolled from one crisis to another and seem to have forgotten all about their chemist accounts along the way. From one of my top agencies

in 1988, they have just slid until they no longer feature in any further plans.

Representatives changed every other cycle, testers and stock were not available and, as a final insult, they did not seem to wish to answer any letters sent to them asking questions about their intentions for us. It seems tragic that a marque with such a good name seems to have disappeared.

Another house which seems to have forgotten about the small accounts is Elizabeth Arden. Again we have tried very hard to get a representative to call, old testers to be replaced and generally obtain a good service but have finally given up.

In the middle of our range Almay soldiers along without any great dynamism from the company or their representatives. It's a good solid range which will never really set the world alight, but it seems to



Maintain a strict stock control and keep shelves clean and fresh says Dave Allen

tick on quite constantly. Vichy are another marginal colour house who give good support to the chemist, but could do with a significant pruning of a range which is far too big for a skincare house. Perhaps they should look at reducing the number of launches per annum.

A new range for us this year has been the full Revlon account which so far has been steady with a reasonably fair stock investment. Only time will tell whether this was a good move, but so far we are pleased. At the lower end of the market Rimmel still have a large following however some improvements in their stands would not go amiss. Although very sales effective, they could do with a re-vamp.

What does the future hold for the pharmacy sector in the coming years? Unfortunately, in my view it is going to be rather bleak when it comes to colour cosmetics. The French houses are becoming much more demanding of their agencies and only pharmacies who are prepared to invest in their fittings and staff will have any chance of a solid turnover.

In the mass market cosmetics sector the future is not so clear. The move to the supermarket environment, however tempting, has not really materialised but the threat from the large pharmacy multiples has not gone away. Profit margins are good but unit sales are lower and I do not think that there really is much profit to be gained in this sector considering the investment held in the stock range of stock.

## Two way pressure

However, the pressure from the Houses must work in both directions. I feel it is about time the cosmetic companies began to react in a positive way to the chemist accounts that are giving them considerable support. We are not and should not be treated as the poor relations of the cosmetic industry. We can no longer tolerate the issuing of credits taking upwards of two months, the lack of promotional material and testers, and the out-of-stock position for new colours. Credit control departments must begin to acknowledge that they really listen to customers dissatisfaction with the service received, especially with the continuing practice of delivery goods early in the month — when will this practice stop? At

the moment, targets seem to be a very popular method for increasing orders but are unnecessary, other than for companies to check on the efficiency of their representatives. Can cosmetic houses please look at the increasing size of the tester bars appearing at the moment. Space is at a premium and large tester bars are just not practical for most accounts.

For the pharmacist's part, I believe we will all have to take a realistic business view of our agencies, maintain a strict stock control within the accounts and generally keep clean stock on the shelves.

Companies on the other hand will have to give more emphasis to taking back shelf-warmers and replacing with stock that shows some semblance of turnover. It is not good enough for the pharmacy sector to be ignored over returns.

With the right sort of co-operation from all the cosmetic houses, turnovers can improve and the pharmacy sector does and will in the future continue to make substantial profits. The cosmetic houses ignore us at their peril.



# Processing pigments — the inside story

The incorporation of pigments into cosmetics is by no means a simple operation; the methods used depend on the formulation and equipment available. David C. Unsworth, development manager at Rimmel International Ltd gives an insight into the technology behind colour processing in decorative cosmetics.

Inorganic and organic pigments and metallic lakes are used to produce colour in the decorative cosmetic industry. The USA and EEC define lists of permitted pigments and areas of the body where they may be used. These lists do not coincide; in the EEC for example, more pigments may be used around the eye area.

Pearl effects are created using titanium dioxide-coated micas, which are manufactured in a variety of particle sizes. Coloured pearls are also available, where the mica has been coated with the required pigment. To give the variation of colour needed by the market, pigments and/or pearls are processed, dry or wet, with the other ingredients in the formulation.

## Dry processing

A powder product should consist of small agglomerates of the pigments attached to the surface of talc particles, talc being the major constituent of most powder products. If this is not achieved, the powder will contain larger agglomerates of pigments existing on their own, and as a result the product will change colour when applied to the skin.

Adequate dispersion is usually achieved by two methods:

### (a) Hammer milling

Prior to milling, the powders and pigments must be mixed, usually in a ribbon blender. As a hammer mill is a continuous processing machine, this mixing is vital. A ribbon blender is a horizontal drum containing a rotating shaft to which are attached ribbon-like paddles. Mixing can take some time, up to six hours may be necessary. Liquid ingredients, to bind the product and enable it to be pressed, are incorporated at this stage by spraying.

The mixed product is fed to the hammer mill, which consists of a rotating shaft fitted with freely swinging hammers mounted in a housing lined with a breaking plate. The hammers move at a high speed, the powder emerging from an exit screen which allows only particles of the required size to pass.

### (b) Intensive mixing

Intensive mixers do the job of mixing and dispersing in one machine. Various designs of machines are available, and basically, they are large coffee grinders with an extra high speed, sharp cutting blade built into the side. The ingredients are placed in the machine and mixed for no more than 20 minutes. Liquid binders can then be poured in.

Pearl pigments should be processed with care; too much milling/mixing will damage the mica platelets, so negating the pearl effect.

This method can be used for eyeshadows, powder blush and face powder. A typical eyeshadow formula is given below:

	%ww
Talc	35.55
Zinc stearate	3.00
Methylparaben	0.14
Propylparaben	0.01
Isostearyl neopentanoate	16.00
Pigments	10.30
Pearls	35.00

## Wet processing

### (a) Lipstick

The pigments are usually blended separately with castor oil, the object being to achieve a homogeneous dispersion of pigment to enable a smooth stick to be produced. A variety of mills may be used, ie. triple roller mills and colloid mills. Pearl pigments are gently stirred into the molten mass at the end of the manufacturing process.

A typical lipstick formula is:

	%ww
Castor oil	54.41
Candelilla Wax	8.40
Ozokerite	1.65
Beeswax	2.50
Carbnauba wax	3.70
Antioxidant	0.04
Mineral oil	11.00
Sunscreen	1.25
Pigments	1.25
Pearl Pigments	15.75
Perfume	0.05

### (b) Emulsion Products

For products such as liquid foundations and mascaras, the pigments can be initially hammer milled before blending into the emulsion. This is achieved by dispersing the pre-milled pigments into the water phase of the emulsion, using a high sheer mixer. After the emulsion is completed, as a further processing aid, the whole product can be passed through a further milling stage, ie. colloid mill.

## Shade correction

Most decorative cosmetics at some stage will require to be shade corrected. This usually has to be done after the product has been manufactured, and involves the addition of pigments to the completed product. In the case of powder products, the extra pigment may be milled in a small part of the batch, which is then returned and the batch re-mixed. For other products, colour blenders are manufactured. These are one pigment versions of the product to be corrected, and can be added by mixing.

## Problems

These can occur in the development of a new formulation or the routine manufacture of existing products, for example:

**1. Light stability** All pigments fade to a certain extent, organic reds being the worst. UV absorbers may be incorporated, but will have only limited effect. It is therefore important that the design of the finished packaging is considered, and the formulation of very pale shades avoided.

**2. Flotation of pigments on the surface of emulsion and moulded products** Careful selection of pigments is necessary. Alternatively, treated pigments may be used; various treatments are available, some patented. The treatment commonly used is a silicone treatment, where the individual particles have been coated.

## It's all in the look

Three years ago many of the big colour houses had already created their Autumn '90 look and by now most of them will have a fair idea about colours for Autumn 91.

Although colour statements burst onto the market with a freshness and a vitality second to none, don't be fooled — manufacturers have spent years developing the shades that they know will blend perfectly with the mood of the moment.

Obviously, cosmetic shades are closely aligned to fashion stories and many of the larger cosmetic houses, such as Christian Dior or Yves Saint Laurent, are also couturiers. Inevitably, this means that their palettes will be governed by their fashion statements.

Most colour houses get the germ of the idea for their new look at the famous yarn fairs held annually in France and Italy. Here cosmetic manufacturers mix with cloth manufacturers and fashion designers eager to look at the shades and textures of wool, silk and cotton on show.

About six months later, a cloth fair is held and the cloth manufacturers show off what they have created from the initial yarns. The fashion designers and couturiers go along to

choose their materials and get a stronger feel for the season. These fabrics give the cosmetic houses an even stronger idea of colours, and when the fashion houses come up with their designs, most cosmetic manufacturers are well on the way to creating their new look.

Usually the creative team from the colour houses will pick up pieces of cloth or even yarn at the fairs and then take them back to their colour laboratories. Colour technicians then have the task of blending various colour pigments to come up with exactly the right shade. "It is not as simple as it sounds and it can take months to develop some shades — some just can't even be created," says Visagiste Roja Dove. He adds that some pigments cannot be used because they are allergenic. Surprisingly enough, green is one of the most difficult colours to create, because so many people are allergic to the green pigment. However, on the whole colours tend to be very closely matched. Usually it involves a lot of discussion between the creative department and the colour technicians, but at the end of the day the correct shade is usually produced.



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# PHARMACY update

## Skin susceptibility to irritants

Certain skin types appear to be more sensitive to irritation by common household agents such as detergents. There is clearly variation between individuals in their susceptibility, but is this due to identifiable characteristics such as atopy or the dryness of the skin?

Solutions of detergents were placed on the forearms of 38 people with atopic dermatitis or allergic contact dermatitis, and 18 control subjects without apparent skin problems. The response was assessed by measuring transepidermal water loss, skin hydration and by the appearance of the skin.

The rate of water loss at baseline was significantly greater among people with atopic dermatitis although it appeared to be unrelated to clinical signs of dry skin such as roughness. The detergent increased the rate of water loss through the skin in all subjects but its effects were

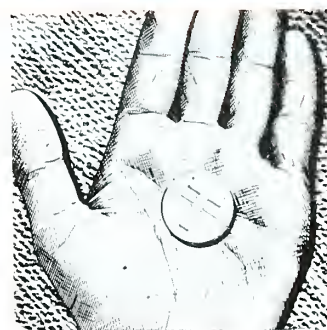


greatest among people with atopic dermatitis and in those — in any group — with dry skin.

These data show people with a high rate of water loss through the skin, which tends to be associated with dryness, are more

susceptible to irritants. Whether this is simply due to a direct effect of the detergent, or to a failure of the skin to adapt to its effects, is uncertain.

*British Journal of Dermatology* 1990;123:199-205



## The impact of asthma

Although it is relatively simple directly to measure the clinical improvement and adverse effects associated with drug treatment, this does not necessarily detect changes which are of greatest importance to people. Peak expiratory flow rate (PEFR) is an important objective criterion for assessment but people with asthma are more concerned about being able to take exercise or getting a good night's sleep.

In an open four-week study of the effects of treatment of mild to moderate asthma with inhaled budesonide, both forms of assessment were used. PEFR improved by 18 per cent in three-quarters of the patients after the introduction of the inhaler and the number of daily doses of bronchodilator fell from four to three. Symptoms such as cough and wheeze also improved.

The patients' perspective also showed improvement. They reported feeling more rested after sleep and both the duration and severity of physical exercise was less constrained by their asthma. Overall, 61 per cent of patients — a smaller proportion than that in which PEFR improved — reported significant improvement in their satisfaction with lifestyle and their ability to do things. However, between 10 and 20 per cent of patients said these got worse.

Although this study lacks a placebo control, it does indicate how patients perceive the benefits of their treatment and that this does not correlate exactly with changes in objective clinical signs. *Current Medical Research and Opinion* 1990;12:198-206

## Accepting the risks of NSAIDs

It is now widely accepted by patients that all effective drugs carry some risk of adverse reactions. However, little is known about their willingness to trade off the risks of treatment against an improvement in symptoms.

At present, the decision to use a drug is made by the doctor. But patients are now expected to have a greater say in their treatment and it is their assessment of the risk: benefit ratio that is becoming important.

These issues are particularly important when using non-steroidal anti-inflammatory drugs (NSAIDs) to treat arthritis: the risk of toxicity and the benefits of treatment equally are clearly defined. A study from the Royal National Hospital for Rheumatic Diseases has now demonstrated how readily patients with rheumatoid arthritis or ankylosing spondylitis will accept risk in return for cure.

They asked 100 hospital

inpatients and outpatients what level of risk of a fatal adverse reaction they would accept with a new drug which would cure or relieve the symptoms of their disease. The mean age of the patients was 48 — younger than the age group most at risk from NSAIDs — with an average disease duration of 14 years. Some 37 per cent reported experiencing at least one serious adverse drug reaction.

Overall, the maximum acceptable risk of death was 21 per cent in return for cure, 17 per cent for relief of pain, 13 per cent of relief of stiffness and 15 per cent for a return to normal functioning.

However, patients with rheumatoid arthritis were more willing than those with ankylosing spondylitis to accept greater risk of death for cure (27 per cent *vs* 15 per cent), relief of pain (23 per cent *vs* 11 per cent) and return to normal functioning (20 per cent *vs* 9 per cent).

These differences were

matched by self-assessments of health by patients with rheumatoid arthritis: they rated themselves lower on mobility, energy and emotional reactions and they reported greater pain and social isolation.

Surprisingly, the willingness to accept a risk of death in return for cure declined as the duration of disease increased, from 24 per cent for disease lasting up to 15 years to 9 per cent after more than 30 years.

Interpreting hypothetical gambles of this kind is difficult. Are patients really prepared to accept a one in five risk of death or do we under-rate the severity of their illness? The results of this study are consistent with other published evidence but it is still unclear how closely a hypothetical model fits real life. By current standards, no NSAID would be licensed if it carried a 20 per cent mortality.

*Journal of Epidemiology and Community Health* 1990; 44:249-52



## Tricyclic antidepressants and intractable pain

Severe pain unresponsive to conventional analgesics may occur after surgery, *Herpes zoster* or trauma.

The efficacy of tricyclic antidepressants against this type of pain is probably not associated with their antidepressant activity.

## Screening and antibiotic costs

Ideally, antibiotics would be prescribed for a sore throat only when the presence of susceptible bacteria had been confirmed. This would minimise the spread of resistance and help to control costs.

However, the possibility that the sore throat may be due to streptococcal pharyngitis means that treatment is usually given presumptively to prevent the development of rheumatic fever. A rapid screening technique recently tested in the United States may improve the selectivity of antibiotic use.

*Streptococci* can be identified in two ways — by conventional culture of a throat swab, which has an accuracy of 90 per cent and takes up to 48 hours, and by detection of streptococcal antigen, which is 85 per cent accurate and takes ten minutes. Neither method provides an absolute indication for treatment but they can be used as a guide to decision making.

A review of 250 consultations in which cultures were processed revealed that 26 (10 per cent) were positive for *Streptococci* but 147 patients were treated. Of 200 consultations in which the antigen test was used, 27 (12 per cent) were positive and 88 patients were treated — a significant reduction. The decision to treat was not affected by the age of the patient.

Although the rapid antigen test was twice as expensive to perform as the throat swab, its greater cost is largely offset by the reduction in antibiotic prescribing. In addition, there is a general benefit from reducing bacterial resistance by limiting the use of antibiotics, although the possible cost of failure to treat due to lower test accuracy — which may result in more cases of rheumatic fever — must also be considered.

*Archives of Internal Medicine* 1990;150:1696-1700

A double-blind, placebo-controlled comparison of chlorimipramine and nortriptyline now suggests that their selectivity for central neurotransmitters may be significant.

Although neither drug is highly selective, chlorimipramine predominantly acts by blocking the re-uptake of serotonin (5-HT) whereas the major action of nortriptyline, the active metabolite of amitriptyline, is on noradrenergic systems. Some 39 patients with intractable pain received each drug in a random crossover design.

Both drugs reduced pain significantly more than placebo and this was independent of their effects on symptoms of depression. Fewer patients withdrew from treatment with chlorimipramine than with nortriptyline; chlorimipramine was significantly more effective than nortriptyline and was rated superior by the investigators'

global assessment.

Although it is an oversimplification to suggest that serotonin is a more important neurotransmitter than noradrenaline in the modulation of intractable pain, the pharmacological differences between these structurally related antidepressants appear to be therapeutically significant.

*Acta Neurologica Scandinavica* 1990;82:34-8

## Anti-arthritis drug for severe asthma

Hydroxychloroquine is increasingly used as a slow-acting anti-arthritis drug. It exerts complex immunological and anti-inflammatory effects, which include inhibiting the release of mediators such as the leukotrienes and histamine.

Preliminary evidence emerging from an open study now

suggests that hydroxychloroquine deserves further investigation in its role in the treatment of severe asthma.

Some 11 patients with asthma not sufficiently controlled by theophylline, inhaled beta-agonists, cromoglycate and ipratropium bromide, received up to 400 mg/day of hydroxychloroquine for six months. Seven of these patients were dependent on corticosteroids.

Overall, performance in lung function tests improved significantly and wheezing, cough and chest tightness were reduced. The need for medication was lower and nocturnal awakening was less common. There was, however, no reduction in the use of inhalers.

The benefits of hydroxychloroquine were less marked among the steroid-dependent patients although mucous production and nocturnal awakening did improve in this subgroup. Nonetheless, global assessments of well-being by the patients reflected a therapeutic gain. No significant adverse effects were recorded.

*Annals of Allergy* 1990;65:53-7

## Steam device no good for cold

Inhalation of steam, with or without Friar's balsam, is often recommended as an inexpensive method of relieving the symptoms of the common cold. Clinical trials have shown that steam produces symptomatic improvement in about three-quarters of people so it is unsurprising that a device would be developed specifically for the purpose.

The Rhinoterm is made in Israel. It contains a microprocessor-controlled ultrasonic heater that produces a constant flow of water droplets at a temperature of 44°C. This is held in front of the face and the output is inhaled through the nose. But although this device appears to be more scientific than the traditional towel and bowl of hot water, a recent study in the United States has not confirmed any benefit.

Some 66 people with symptoms of sneezing, nasal drainage and nasal congestion lasting three days or less were randomly allocated to two 20-minute treatments with the Rhinoterm or a placebo machine, identical in appearance but with delivered cool, dry air at a low rate. Using objective measurements of nasal air flow, the symptoms resolved more rapidly in the placebo group.

However, 75 per cent of the subjects using the active treatment believed that it had helped, compared with 52 per

cent in the placebo group, and they were more likely to report adverse effects (36 per cent *vs* 9 per cent), including local irritation, and lightheadedness. About 75 per cent of patients in both groups

said that they would recommend their treatment to others suggesting a very strong placebo effect.

*Journal of the American Medical Association* 1990;264:989-91

## Age-dependent kinetics of erythromycin

No adjustment in the dose of erythromycin is recommended for the elderly but a recent report from Italy suggests that the pharmacokinetics of this antibiotic are significantly affected by age.

Eight elderly people aged 65 to 82 and eight young adults aged 26 to 34 each received 1g of erythromycin stearate 12 hourly for four days. There was, however, no adjustment in dose for differences in body weight. After the first dose, the maximum serum concentration was 8mg/l in the young compared with 13mg/l in the elderly.

The elimination half-life increased from 2.6 to 4.1 hours, bioavailability was significantly higher and clearance was significantly lower in the elderly. After repeated administration, the accumulation of erythromycin was 43 per cent greater than in young adults.

The absorption of

erythromycin is variable, partly because it undergoes significant first-pass metabolism, a process which tends to decline with age. This evidence suggests that high doses of erythromycin should be avoided in the elderly.

*European Journal of Clinical Pharmacology* 1990;39:161-4



*Research Digest is a regular series written by drug information specialists Steve Chaplin MRPharmS, looking at current developments in medicine.*



# BUSINESS NEWS

Numark used Chemex 90 to announce a series of initiatives aimed at improving their service, including the composition of their new national retail advisory board (RAB). This is intended to operate as a forum of communications between the main board of directors, Numark central office, and their wholesale and pharmacist members.

Mr Don Ross of C.D. & M.V. Ross, Bourne, Lincs, will chair the advisory board, and the other eight board members include a further six independent pharmacists, plus Terry Norris and David Wood from the main Numark board.

"Many of our members like to draw on Numark's expertise in retailing, and the RAB will make it much easier for them to do this," said Mr Norris. He said that in due course the RAB will be expanded democratically, by nomination and election, to extend its representation of member pharmacists.

Numark have also announced the appointment of a network of professional marketing advisors. Oats Marketing, Crabtree Marketing and Harrison Cowley have been hired to strengthen Numark's brand design, store design and public relations.

A further Numark initiative has been to set up a number of working parties to look at new ways for the voluntary trade association to improve the resources on offer to members.

Membership of the working party is being drawn from Numark's central offices, Numark's wholesalers, and member pharmacists. Subcommittees will look at generics, information technology, common documentation and promotional activity, distribution, and the Numark brand itself.

Terry Norris emphasises that the specialist teams comprising the subcommittees will be given a brief to produce rapid results, to maximise the benefits.

One of the first fruits of Numark's new approach is an updated generics strategy. The company has not only committed itself to sourcing from known, prime producers only but has embarked on a programme of informing pharmacists well in

## Numark strengthen image for the '90s



advance who will be manufacturing their generics over a period of months.

Perhaps it is not surprising that, with Terry Norris' background of 10 years with photographic wholesalers

Sangers, Numark are increasing their commitment on the photographic side. They have just launched a new own-brand film and are also taking a party to the international exhibition Photokina for the first time.

Mr Norris explains it this way: "Photographic is an area which makes some pharmacists very nervous but it has enormous pulling power, and is a £1 billion a year business. It is the sort of activity which brings customers in two or three times for the same purchase, and as women are the major purchasers in this market they are more comfortable in a pharmacy than in specialist photographic shops." Numark are specifically targeting photography for expansion in the 1990s.

This is against a background of what may well turn out to be a radical new look for Numark pharmacies. Numark have given specialist store concept designers Crabtree Hall the brief to "give us the pharmacy of the '90s for Numark members." The starting point is Mr Norris's belief that changes in lifestyles, a

consciousness of the value of preventative treatments and the influence of Government advice combine to present new marketing potential for pharmacies.

Crabtree have a brief "to look at everything," and next year a clear Numark identity will appear throughout the country, "as far as members can be encouraged to invest in the change." Mr Norris promises a major programme of support to help pharmacies make the transition.

Despite coming across as one of the movers and shakers in the pharmaceutical world, Mr Norris is committed to the co-operative philosophy which marks Numark out from its competitors. A practical reflection of this has been the introduction of the national retail advisory board with a remit to consider proposals filtering down from the central office team and provide feedback from members. "While the main board will take the decision, the advisory board is not there to rubber stamp what comes from head office," he says.

Recent key appointments at Numark include an expanded central office team; David Wood joins the team as retail development director (*C&D* Sept 22, p530); his role will be to enhance retail services and the service provided to members, and to recruit new members.

Stephanie Clark become a new product group manager while Dave Athwal joins as a marketing assistant. Hilary Forster has been seconded to Numark's central office for three months to work on the development of the generic programme; she will sit with all of the working parties.

The specialist working parties have led to a round of appointments of new chairmen, with Hugh Butler of Butler Pharmaceuticals taking on distribution, John Forster of Hall Forster chairing the generics working party plus the information technology and EPoS working party, while common documentation and promotional activity, and the Numark brand, are examined under the chairmanships of Tony Garlick of the Bradford Chemists' Alliance and David Cole of L. Rowland.

## Nappy businesses merge

The Swaddlers and Pampers businesses in the UK are to be combined following the merger of the paper products business of Procter & Gamble and the Fater group, a privately owned Italian company.

A new company has been formed in Italy under the joint control of the two groups which will combine Procter & Gamble's nappy business and Fater's sanitary towel, nappy and adult incontinence products, plus machinery and research facilities. In Britain, Swaddlers, which uses the Togs and Cares brand names, will be integrated into P&G's Pampers business.

The deal takes place against a backdrop of increasingly competitive conditions as Europe moves towards a single market, and the move should give Fater the benefit of P&G's entry into the European sanitary towel and adult incontinence markets. In Europe, Procter & Gamble have a relatively small presence in the adult incontinence market. The company's participation in the sanitary napkin market has been limited to Greece, the Iberian peninsula and Belgium.

In Spain and Portugal, Procter & Gamble's Abora business will be combined with Fater's Ausonia and Lepori businesses.



## All change at LRC

LRC have restructured their consumer, industrial and hospital business and appointed Gareth Clarke as general manager of LRC Products to head up the day to day running of the company.

LRC Products is now split into Consumer Products (comprising three sections — family planning, health and beauty and Marigold consumer) and Industrial Products (Marigold industrial). Regent International now control LRC's UK surgical and hospital business.

Mr Clarke says he is looking to strengthen brand franchises, particularly through advertising support. "We will buy in brands as well as expanding our existing ranges."

Nick Hodges remains managing director LRC Products and has taken on extra international responsibilities. Alan Main is joining from Merrell Dow as one of two health and beauty marketing managers and John Noonan is promoted from senior product manager (pharmacy trade) to marketing manager, family planning.

## Glaxo results

There was little market reaction to Glaxo's respectable but not spectacular preliminary results last week which showed earnings per share up 15 per cent, at the high end of analysts' predictions.

Trading profits for the company were up 14 per cent despite adverse exchange rate fluctuations which occurred in the last two months of trading.

The company made profits before taxation of around £1.1 billion, and chairman Sir Paul Girolami commented that sales of respiratory products have grown even faster than Zantac, which showed growth of 9 per cent. Respiratory products achieved a 17 per cent growth.

**Turnover up 11pc to £2.85bn**

**Pre-tax profit up 13pc to £1.1bn**

**Earnings per share up 15pc to 53.1p**

**Final dividend 15p per share**

Sales of Zantac increased by 18 per cent in Europe last year but the market share of the drug dipped slightly, from 55 per cent to 54 per cent off market share is not a worry for us," said Dr Mario.

The company has recommended a final dividend of 15p per share, making a total dividend for the year of 22p.

## SB switch distributors

The BOC group proposes to acquire the distribution operations of Smithkline Beecham Consumer Brands UK and to conclude a five year contract. BOC subsidiary BOCDS has agreed to acquire most of the assets of SB Consumer Brands' product distribution services subsidiary for about £13m.

As part of the transaction SB

Consumer Brands UK will also award BOCDS a five year contract to handle the warehousing and distribution of SB's consumer brands. The contract is worth £15m annually.

The deal adds eight depots, over 300 staff and 110 vehicles to BOCDS's current network of 17 UK sites, 2,800 personnel and over 500 vehicles.

## AAH Holdings resilient

AAH Holdings chairman Bill Pybus qualified his statement published in the report and accounts at the company's annual general meeting last week.

"When I commented upon year prospects I said that prevailing economic conditions would constrain demand in some of our markets. Even though this

is proving to be the case, both Healthcare and Environmental Services are continuing to show their normal resilience. Therefore, despite the need to absorb a modest current loss on AAH Meditel, overall performance is considered to be satisfactory in the circumstances."

### COMING EVENTS

## Dinner in Ulster

The Ulster Chemists' Association is holding a dinner dance at the Culloden Hotel, Bangor Road, Craigavad, on October 27.

There will be a four-course meal and a "minimum" of speeches, followed by dancing to a live band. Tickets cost £15 per person.

Accommodation at a special rate is available at the hotel, and includes breakfast. Details and tickets are available from the association at 73 University Street, Belfast, BT7 1HL. Tel: 0232 320787.

### Monday, October 1

**East Metropolitan Branch, RPSGB.** Wanstead Library, Spratt Hall Road, London E11 at 8pm. Demonstration, discussion of methods and techniques in pain relief.

### Tuesday, October 2

**Leicestershire Branch, RPSGB.** Postgraduate centre, Leicester Royal Infirmary, at 7.30pm. Postgraduate Lecture 1 on drugs acting on the CNS.

### Thursday, October 4

**Society of Cosmetic Scientists.** Royal Society of Arts, 6 John Adam Street, London WC2, at 6.30pm. Inaugural lecture "Major issues in sun protection for the 1990s", by Dr J. Fergusson, Boots plc. Open meeting

### Sunday, October 7

**The African and Caribbean Pharmacy Association.** The School of Pharmacy, University of London, Brunswick Square, WC1, at 3.30pm. "Sports nutrition", by Ravinder Zille, a nutrition and dietetics expert.

### Advance information

**George Foster Burnley Ltd.** The show at Farringdon Place, Rossendale Road, Burnley on October 7 from 11am to 4pm. Details on 0282 26363.

**Western Pharmacists Association** centenary dinner, the Norfolk Hotel, South Kensington, on October 20. Guest speakers Bryan Hartley, chief pharmaceutical officer at the DoH, and David Coleman, RPSGB vice-chairman. Tickets £25 each; includes a four-course meal, wine and a reception drink. Tickets from Susan Faulding, Pharmacy Department, Charing Cross Hospital, Fulham Palace Road, London W6. Tel: 081-846 1704.

**Royal Pharmaceutical Society.** "Clinical trials in perspective" two day residential course for pharmacists and technicians at The Hilton National, Bath, October 24-25. Fees £560 (RPSGB members), £590 (non-members). Details from Ms B. Cockburn on 071-735 9141.

**National Association of Women Pharmacists.** "Climb out of the rut", one day course at the Postgraduate Medical Centre, Leicester Royal Infirmary, October 25. Includes sessions on transactional analysis and assertiveness training. Fee £20 (members) and £28 (non-members). Details from Vela Burden on 0533 767694.

**The Royal Society of Medicine.** "Medicines Control Agency: the response to the Evans/Cunliffe Report", RSM, 1 Wimpole Street, London on October 25, at 5pm. Speakers include Dr K. Jones, Director, MCA. Admission free. Details from Miss S. Rex on 071-408 2119.

**The 1990 International Retail Forum** at the London Inter-Continental Hotel, October 25-26. International panel of speakers. Registration fee £695 for one delegate, £595 for two or more. Information from Economist Conference Unit, 25 St James Street, London SW1A 1HG, tel: 071-976 6565.

## Superdrug success

Superdrug was the star performer in interim results for Kingfisher which otherwise looked decidedly flat. Superdrug's retail profits for the first half of the year were 19 per cent up on last year, with sales increasing by 23.6 per cent to £249m. The number of Superdrug stores has doubled in the three years the chain has been owned by Kingfisher and now stands at 649.

**Turnover up 13pc to £1.4bn**

**Pre-tax profits up 2.7pc to £65.7m**

**Earning per share up 2.1pc to 9.6p**

**Interim dividend 3.8p**

Nevertheless, chairman and chief executive Geoffrey Mulcahy said: "These results represent very satisfactory progress. What they show is a very solid performance from our businesses in difficult market and economic conditions. Year on year we have made good underlying progress."

## Shots for UK

In the wake of Wellcome's decision to close its British vaccines producing business Merieux UK have announced they are planning product registrations to safeguard supply in the UK. The company is a subsidiary of Pasteur Merieux Serums & Vaccines, the world's largest human vaccines producer.

Merieux already have the complete range of Wellcome vaccines registered with the EEC and say they have the product capacity to ensure there is no interruption in supplies to the UK following the withdrawal of Wellcome.

Merieux already supply mumps, measles, rubella and tetanus vaccines in the UK and are now accelerating their regulatory programme with the MCA to obtain UK registration for the remainder of the range.

The Pasteur Merieux group has large scale production facilities in France, the USA, and Canada, producing all the standard childhood and adult vaccines.

**Hanimex-Vivitar** are moving the premium and incentive department, which offer cameras, accessories and imaging products, from London to the company's Swindon headquarters. From November department manager Ton Moreau, special accounts manager Ken Howard and special accounts coordinator Mary Pettit can be reached on 0793 526211.



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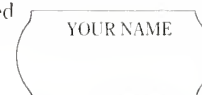
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# ABOUT PEOPLE

## Healthcraze at Charing Cross

Pharmacist Rekha Kotecha is taking advantage of the new spirit of enterprise in the NHS to open her third health food store this week in Charing Cross Hospital — right next door to the pharmacy department — and is claiming it is a UK first.

Rekha, a confessed health food fanatic, forsook community pharmacy some years ago to open Healthcraze in Old Brompton Road, London SW7. Hard work and long hours have reaped their reward, and the hospital shop will be her third outlet.

The Charing Cross Healthcraze was being fitted out and stocked as *C&D* went to press, to open on October 1. The 350sq ft shop will concentrate mainly on herbal products and vitamins. "We will be assessing

demand for lines for the first few weeks," says Rekha, "and there are some restrictions on what we can sell." There are three other retail premises open in the hospital.

However, it might have been her pharmaceutical credentials that gave Rekha this break. She was approached about taking up the short term lease on the hospital unit after a feature had appeared in *The Times* about her existing business. "Being in a hospital demands extra knowledge," she says. "I can't just waffle — but they know I am a pharmacist."

Quite what the pharmacy department make of their new neighbour Rekha has yet to find out; she has not yet had the chance to introduce herself.

## APPOINTMENTS

**AAH Pharmaceuticals** have appointed Mike Ackerley as divisional training manager, based at Runcorn; Michael Payne as managing director of Hillcross Pharmaceuticals; Keith Embrey as south west division field sales manager; and Darren Kirton as retail development manager.

**Charwell Pharmaceuticals Ltd** have appointed Grapham Ford as national sales manager. He has worked in senior sales and marketing positions within companies including Glaxo, Ciba-Geigy, and A.H. Robins. At Charwell Mr Ford will develop the range and distribution base.

**The National Association of Health authorities and Trusts** has appointed Jean Trainor as deputy director, based in Birmingham. Mrs Trainor was formerly business and commercial manager; she will

now be responsible for personnel management, central administration, publications and conferences, and initially for establishing NAHAT's health authority standing committee.

**L'Oreal UK** have appointed Pierre Sajot as zone director, he will be based in Paris, and be responsible for Germany, Italy, Austria and the UK. Jean-Jacques Lebel succeeds Mr Sajot as managing director of Golden Ltd early next month.

**Janssen Pharmaceutical Ltd** have announced the appointment of Michael E. Snaith as managing director of Janssen Pharmaceutical (UK) Ltd with effect from 25 September. Mr Snaith has considerable worldwide experience, most recently in the UK as general manager for Bristol Myers Squibb UK.

## Romanian visit hitch

The planned visit of Romanian pharmacist Mrs Neli Teodoru is threatened because she cannot raise enough money for her air fare to the UK.

The trip was arranged after an article in *C&D* (**People**, August 25) detailing Lincolnshire pharmacist George Gray's experiences in Romania.

A place was arranged for Mrs Teodoru's husband Adrian, an ophthalmologist, to gain a month's experience at Queen's Medical Centre in Nottingham.

However, although the British Medical Association will be paying for Dr Teodoru's flight to the UK, Mrs Teodoru is having to raise her fare by herself with much weakened Romanian currency... unless someone is willing to pay for her ticket.

Anyone wishing to sponsor Mrs Teodoru's visit to the UK should contact Ms Patti Snowden-James, Parkdale House, Peveril Drive, The Park, Nottingham NG7 1DE. Tel: 0602 470002.



A number of the 150 pharmacists who attended East Anglian Pharmaceuticals trade show at the Sprouston Manor Hotel, Norwich, last week went away with draw prizes. The picture shows (left to right) Hethersett pharmacist Gordon Edwards, David Arnott, sales representative for EAP, Norwich pharmacist John Mott, who won a motor racing day at Donnington, Jonathan Briggs, managing director EAP, Margaret Johnstone, buyers assistant EAP, and Long Stratton pharmacist Patricia Clawson, who received helicopter flights for four people






Joyce Kearney, public relations manager, APS Ltd (left) presents a new presidential chair of office for the British Pharmaceutical Student Association to incumbent Emily Wilson at a British Pharmaceutical Conference reception in Cardiff. BPSA general secretary Lesley Beattie is also pictured



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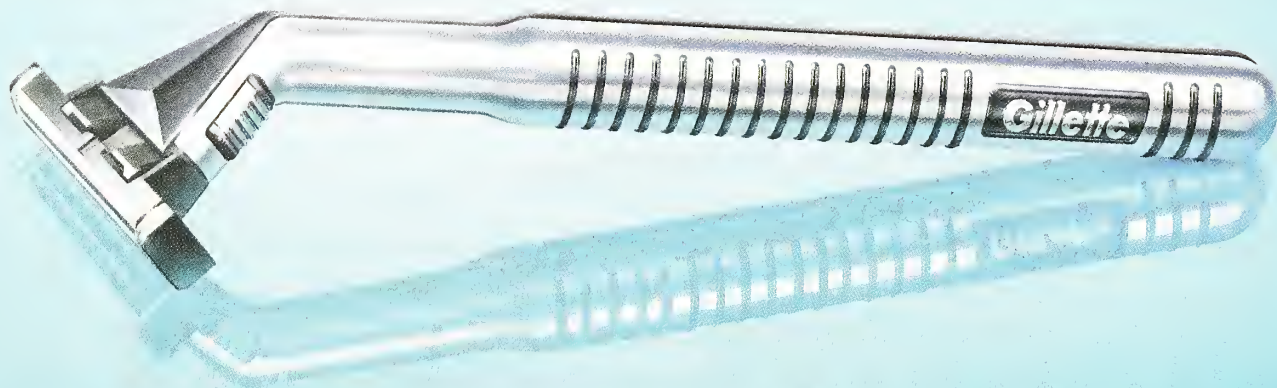
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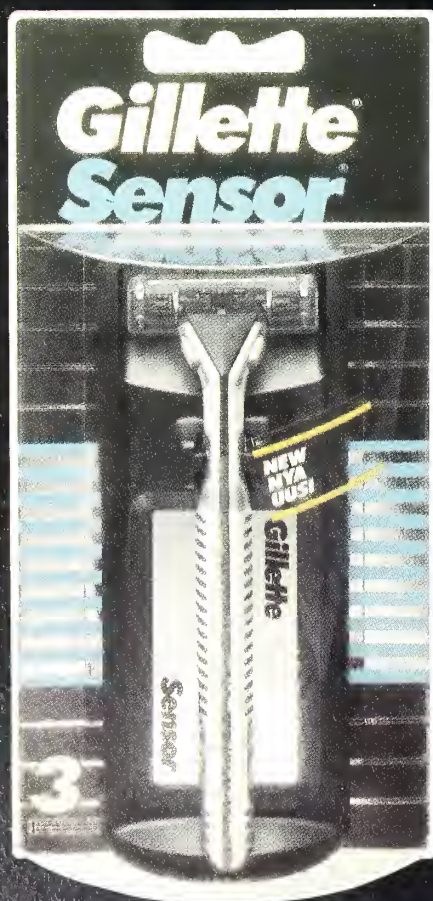


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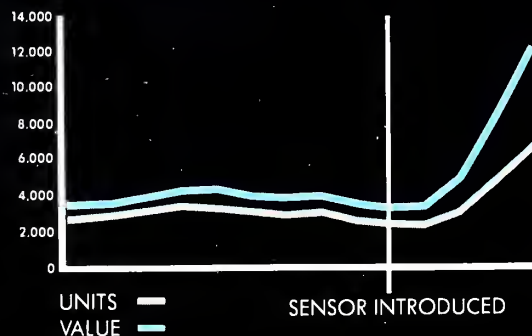
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seems to be the month for competition results. *Over the Counter* travelled to Alton Towers a couple of Sundays back with Moss Chemists and Crookes Healthcare to see who would win the final of the Moss Pharmacy Assistant of the Year competition. You can find out who did on page 14 of this issue, and yes, there was just time left over to have a go on a few of the rides! Also this month we find out who won Kingswood's Assistant of the Year competition (p21) and discover two lucky winners of competitions which manufacturers have run in *Over the Counter* during the past few months (p15 and p16).

Also in this issue, we look at the role you can play in helping customers who are seeking advice about incontinence (p4), and we conclude our introduction to window display (p12).

Which just leaves space to tell you to look out for next month's issue when we will reveal how the winners of our Model Assistant competition got on in the *Over the Counter* studio!



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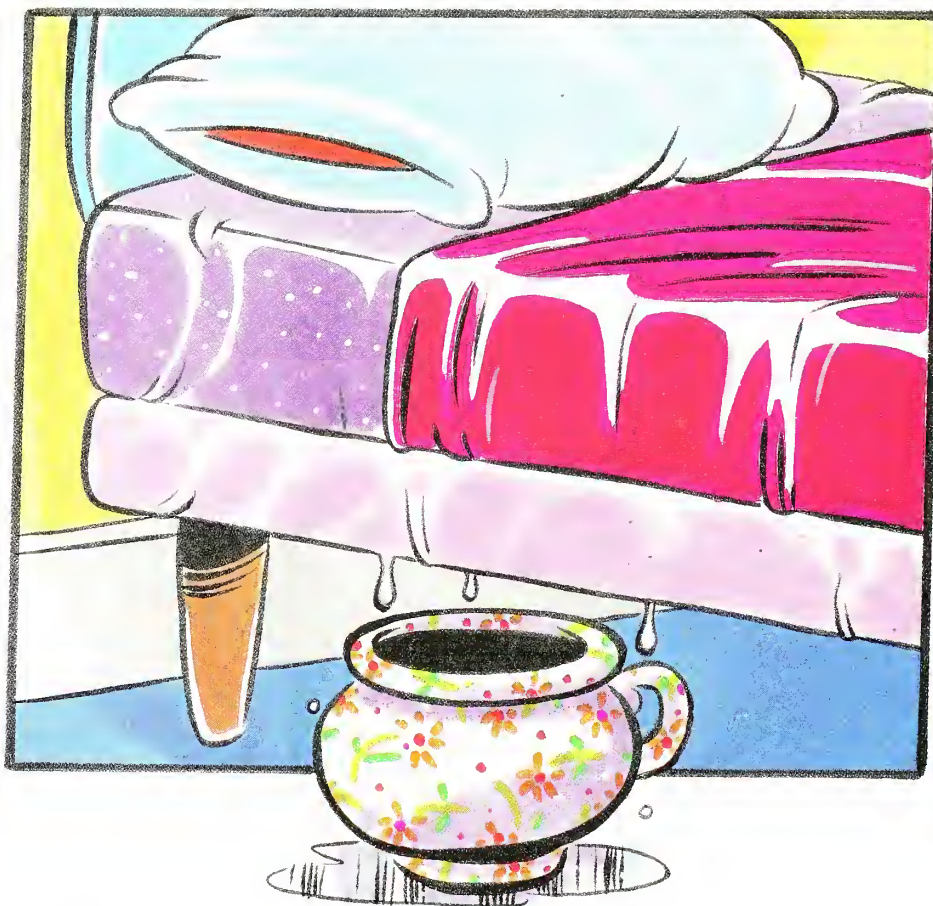


*Creating the right impression, p12*



*Dealing with incontinence, p4 and p27*





# Problem leaks call for tact and diplomacy

**Liverpool community pharmacist Jeremy Clitherow explains that dealing with patients asking for advice about incontinence requires above all an appreciation of the delicacy of the situation**

A simple definition of incontinence would be the lack of ability to control and retain the contents of the bladder and/or bowel. Incontinence is widely assumed to relate solely to urine and to affect the elderly only. Neither is true.

The difficulties experienced relate to both the sufferer and to the body fluid involved. The unprepared patient will be embarrassed, wet, soiled and acutely disturbed. Lengthy exposure to the body fluid causes the skin to become sore and possibly infected. If clothing is not adequately protected and not laundered frequently, embarrassing odours develop and linger. Furniture, bed linen and floor coverings can also be affected. Sadly, only about one in

ten sufferers ask for advice.

### Urinary incontinence

The two main types of urinary incontinence, stress incontinence and urge incontinence cause approximately 80 per cent of all cases of urinary leakage. Stress incontinence is slightly more common.

As its name implies, stress incontinence produces its symptoms during moments of excitement or activity. Patients will complain of slight leakage on coughing, sneezing, running or laughing — literally “wetting themselves”. The cause is usually lack of tone in the bladder sphincter — the ring of muscle

at the base of the bladder which normally maintains the watertight seal.

Stress incontinence is prevalent in women — over 50 per cent will suffer at some time in their adult life — and is often attributed to damage caused during childbirth. The tone is replaceable. Exercise of the muscles in the floor of the pelvis will usually alleviate all the symptoms, but they must be continued indefinitely. Obesity and menopause aggravate the condition. Operations for prostate enlargement in men are often implicated in male stress incontinence.

Urge incontinence includes both adolescent bedwetting (nocturnal enuresis) and the common, uncontrollable passing of



urine which affects so many of the elderly. Definite diagnosis of the cause is frequently impossible. In most cases, however, it may be attributed to over sensitivity and over activity of the bladder muscles. Symptoms include having to rush to pass urine, frequency and starting before reaching the toilet.

However, additional factors should be excluded before resigning the condition to one of the "unknowns". Elderly patients have a tendency towards high blood pressure and heart disease. One line of treatment is diuretics — water tablets — which reduce the pressure on the heart by removing fluid from the system. Diuretics may be gentle, moderate or torrential in action.

In the incontinent patient, could it be that a less drastic diuretic would alleviate the problem? Would one with a shorter duration, taken only in the morning, be better? Does the patient know he/she is taking diuretics? Ask, then talk to your pharmacist.

Both caffeine and alcohol are diuretics. Avoiding tea, coffee and alcoholic drinks after teatime will help lessen the filling of a sensitive bladder. This does not mean, however, the avoidance of all fluid intake. If the fluid balance is upset by reducing input, the kidneys will attempt to conserve water by concentrating the urine. Concentrated urine is an irritant. The advice, therefore, is not to avoid drinking, but to adjust the quantities drunk and the time of fluid intake to avoid "being taken short".

Other drugs may aggravate urge incontinence. The benzodiazepines and certain older sleeping tablets can dull the brain's response to the stretching signals from the bladder. The bladder can then be emptied before the "need to go" is recognised.

Damage to the spinal cord due to trauma or multiple sclerosis will also produce incontinence.

## Treatment

In stress incontinence the leakage is due to the lack of a gravity defying watertight seal.



'His and hers' from Kanga illustrate the slimfit of modern pants

Initially, the doctor will assess the reasons for the absence of this seal and decide either to repair or reinstate it. In men the symptoms are usually seen in the elderly and relate to an enlargement of the prostate gland. Catheterisation and surgery are frequently required.

Certain sexually transmitted diseases produce irritation and inflammation. Discharges and frequency of voiding urine will be common. Antibiotic therapy would be prescribed to effect the cure.

In the female, repair of the neck of the bladder by surgery may be needed. Far more often though, success may be achieved by the use of pelvic floor exercises and the muscle tone reinstated by means of vaginal cones — shaped weights which when placed in the vagina require muscle power to hold them in, so building up the pelvic floor muscles.

The treatment of choice for urge incontinence is medication in conjunction with bladder retraining and exercises. The drugs are predominantly prescription only and work by relaxing the muscle, particularly the detrusor muscle described above. Side effects, particularly at higher doses, include dryness of the mouth and blurring vision because the eyes cannot focus, and, of course, urine retention.

Bladder retraining involves the patient resisting the urge to pass urine as and when the desire is felt and only voiding at set times. The intervals between going to the toilet are then gradually increased until control is achieved.

## Bowel incontinence

Diarrhoea is the most obvious cause. An unexpected bout of explosive diarrhoea would render even the most fastidious temporarily incontinent. Fortunately it is rare. Bowel infections like *salmonella* could easily be the cause. Less explosive episodes could be the result of unwise eating and drinking, poor personal hygiene or inappropriate laxative use.

The remedy is to remove the irritant and decrease the bowel motility, remembering at all time the utmost importance of the replacement of salts, minerals and water. Kaolin and morphine mixture still has a large following but has been overtaken by bowel motility reducers and rehydration therapy. (Diarrhoea remedies were featured in the March issue of *Over the Counter*).

Piles, particularly if external and pendulous, may also cause difficulties with anal retention. Old age, by its very nature, produces laxity of muscular tone. The elderly anal sphincter is no exception.

Constipation, oddly enough, may cause incontinence of both urine and bowel contents. The longer the bowel retains its content the more fluid is absorbed from it. This mass then gets stuck and distends the abdomen. The stretched wall of the bowel produces mucous excretions which may leak out around the mass and give the symptoms of incontinence.

The physical distortion of the abdomen caused by the impacted mass will distort the bladder and apply continual pressure. This abnormality will confuse the brain's interpretation of the impulses from the bladder and produce inconsistent results, hence unexplainable bladder incontinence.

## The role of the assistant

The first and major remedy is the caring and attentive reception given by an informed counter assistant who appreciates the delicacy of the situation, the latent embarrassment and

the effort which has gone into summoning the courage to go to the pharmacy and ask for help.

The assistant may be able to explain the situation adequately and advise on appropriate measures herself, or may feel that the pharmacist would recommend a consultation with a GP or continence advisor.

Continence advisors — employed by local health authorities — will often make home visits, if asked. With their help the otherwise insoluble problem of an incontinent grandparent is not so great a threat to domestic harmony.

On the product side, incontinence pads come in multiple sizes and designs, absorbencies and backings. Some are disposable, some washable. They are suitable for urine and bowel incontinence.

Pads are suitable for men and women, and the size and type used is determined by the severity of incontinence. The technology behind them is similar to that used in superabsorbent nappies. Plastic backed pads are used as inserts, non-plastic backed for use with marsupial pants and all-in-one pad/pants for heavy urinary and faecal incontinence. Washable pads are available too.

Incontinence pants have improved dramatically recently and are now practically indistinguishable from normal underwear. Fabrics vary from the waterproof plastic type to pocketed ventilated cotton. They can be marsupial (pouch) and drop front or side opening.

## Appliances

Portable urinals need little description. They have remained the same for generations. Innovation has brought us male and female models, unisex models, one-way valves, stainless steel, Pyrex, plastic, but the standard NHS urine bottle is the traditional shape, made of cardboard.

Urine bags to be connected to catheters vary in size depending upon whether they are to be attached to the bed of a patient, to the leg of a patient who is up and about, or "free standing" for use at night, in bed. The range of accessories for attachment and carriage is impressive and details are freely available from the manufacturers.

Bedpans, commodes, bidets, penile sheaths, protective bed sheets, rubber rings, cushions, ripple mattresses, toilet guard rails, and advice booklets will be found in specialist incontinence sundries suppliers' catalogues. A little time spent reading such publications is very informative.

## The future

The opportunities are immense and growing. Pharmacy is the obvious choice for qualified medicinal advice, but is frequently eclipsed by "specialist" firms offering door-to-door service and attractive inducements in the form of "freebies", like disposal bags for used colostomy bags, in return for prescriptions. It is unethical practice and a breach of terms of service for a pharmacist to offer such inducements.

For pharmacies the moral must be "don't join them — beat them", but ethically, by offering the best service, best advice, delivery if necessary, aids, sympathy and professionalism.

Enlist the assistance of your colleagues in the health service. Health visitors, district nurses, continence advisors, district nurse liaison officers, community service pharmacists, manufacturers — all are there to help.



# Kimberly-Clark help pharmacies build incontinence business

As the number of absorbent incontinence products sold through the pharmacy trade increases, the pharmacist has a great opportunity to build a profitable incontinence business. As NHS budgets become tighter and more brand awareness is created by Kimberly-Clark, the rapid growth will continue. Trial of products specifically designed to meet a variety of needs is now vital. The importance of staff providing a service of care and understanding has never been greater.

Kimberly-Clark launched their Depend range of absorbent products into the community pharmacist market at the beginning of 1989. While the size of the incontinence market at that time was relatively modest — an estimated £1.2m — its growth potential remains enormous. Kimberly-Clark forecast that by the end of this year, sales through the chemist trade will top £3m and that this dramatic growth rate will continue over the next five years.

The majority of incontinence products are currently distributed through the NHS. However, the availability of these products varies from one health authority to another. Some authorities are generous in their provision, but unfortunately many more are not. NHS budgets continue to get squeezed and health authorities have to re-assess priorities. Consequently supply and choice of products can become limited with the result that sufferers often need to purchase pads in addition to their NHS supplies. The majority of sufferers using NHS products are either bed-ridden or relatively immobile. These people require full protection, often supplemented by bed pads.

However, there is a further 2.9 million incontinent people in the UK who are otherwise perfectly mobile and active. These people do not want this embarrassing problem to affect their lifestyle and are currently not using NHS supplied products.

## A widespread problem

These 2.9 million people need bodyworn incontinence pads which will allow them to live their lives as they want.

Sufferers are likely to be over 55 years old, as the problem worsens with age, and female — as the incidence is five times

higher in women than men.

It should be remembered, however, that incontinence affects younger people too, particularly young mothers who can experience light stress incontinence due to the weakening of pelvic floor muscles following child birth. Also, incontinence is often an unfortunate result of a disability or

illness such as a spinal cord injury, multiple sclerosis or diabetes.

Since there are so many different types of urinary incontinence which occur with differing degrees of severity, no sufferer is typical and each has differing needs. Kimberly-Clark provide a range of products for differing bladder control problems.





Depend Shields are for light bladder control problems; they are ultra slim for discretion, have a peel-off strip and so can be worn in normal underwear. Recent research by Kimberly-Clark has shown that two thirds of users of the Depend Shield are younger than 55 years and that discretion is a key purchasing factor for this type of product. Typically these sufferers used sanitary towels before discovering Depend Shields. However, women find sanitary towels to be unsuitable since they break down when wet. Depend Shields are able to cope with larger quantities of fluid than the average sanitary towels.



publications such as the *Radio Times* and *Sunday Express*, magazines for older readers such as *Saga*, as well as in younger magazines such as *Best*. The advertisement offers the chance to request free samples and tens of thousands of people have responded already. More people will be able to read about the Depend products when the next burst of advertising begins in October.

The community pharmacist also plays a vital role in this normalisation process. Making the Depend range clearly available in store will enable customers to choose their preferred product with the minimum of fuss. To help them decide upon which product is suitable Kimberly-Clark provide a merchandising unit containing trial packs of each Depend product. Each trial pack contains a money off next purchase coupon. The unit also comes with a retailer kit, containing point-of-sale information leaflets, window stickers, product fact sheets and VAT leaflets. All sufferers are exempt from paying VAT. This unit (below) is now available to independent chemists when purchasing the Depend Undergarment products.

As people may be unsure of where to buy the Depend range, or are just too embarrassed to ask, Kimberly-Clark provide a confidential advisory service. Following the extensive advertising in consumer magazines, the Depend Product Advisory Service was established. Sufferers are sent free product samples on request and information about incontinence in general. When the requests are actioned, each person receives a personalised letter showing them the nearest chemist stocking Depend products, together with a money off next purchase coupon.

All these people are regularly mailed with up-to-date information and offers. Should further help be needed they can take advantage of the call free phone service (0800 521128). This free phone offers a confidential service to the

consumer who can speak to someone who understands and is prepared to listen.

The community pharmacy and its staff can contribute enormously to both normalising the problem and providing good advice. Clearly displaying the full range of Depend products in-store will allow customers to see at a glance which product they need. It is a great step to buy a product in public for many people and often they do not want the embarrassment of having to look round or ask for the product. Customers also may not be sure which product is suitable for them and prefer to take a leaflet home to read through first before they buy. A window sticker will show people that incontinence products are available in the store. So it is vital that advisory leaflets are clearly visible.

Because of the nature of the problem and the embarrassment involved, customers can easily be put off if poorly advised or dealt with brusquely. In these cases people do not then buy product from pharmacies and look to home delivery instead. Incontinence should not be a dirty word. Customers need sympathy and understanding as they are likely to be experiencing more embarrassment than anyone. A community pharmacy has the great advantage of being able to offer personal, confidential advice to incontinent people in an environment far less intimidating than a large department or superstore. Careful advice on product suitability and services will help realise the potential of this growing category in the pharmacy trade.

A video is available for staff training if further information is needed on how to understand incontinence. If a copy is required for your store, please contact The Depend Product Advisory Service Kimberly-Clark Larkfield, Aylesford Kent, M20 7PS

If you wish to place an order, please call Kimcall free on 0800 521142.

Depend Undergarments are available in two absorbencies, Normal, for light to moderate bladder control problems and Extra for moderate to heavy problems. Both of these products are specifically designed with freedom in mind. The comfortable open-sided design allows ease of movement and reduces bulkiness for discretion, while the re-useable elastic straps sit on the hips holding the product firmly in place. This therefore gives the sufferer the confidence to wear them when he or she is out and about.

Depend Fitted Briefs are for heavy bladder control problems, giving all round protection. They are often worn at night by people who may normally use Depend Undergarments. Many sufferers buy them for special occasions when they just want to be confident that the extra protection is there if needed.



Such product benefits of comfort, absorbency and discretion help to give the sufferer confidence to get on with life as normal. Many people feel childish or dirty. Others feel isolated because, as few people talk about it, they feel that they are the only ones with the problem. Kimberly-Clark have tackled this issue head on in their heavyweight magazine advertising. It features a sufferer in a restaurant, having dinner out with friends. The product must work, must be discreet and give confidence. Clearly this is one of the most intimidating and worrying situations for an incontinent person. As incontinence is such a taboo subject, this advertisement is helping to normalise the problem and remove the stigma. It has appeared in



BEAUTY BASICS





# SKIN DEEP

**Taken literally, the saying 'beauty is only skin deep' is so true! A smooth, soft and supple skin is a great asset and enhances your looks, no matter what your skin colour. But do different races need different advice on skincare and make-up? OTC investigates...**

Skin is functional, but it should also look good. Some people are born with "good" skin, but mostly we have to work hard at it by lavishing constant care and attention on our skin.

We worry most about facial skin, but skincare is more than simply a cleanse, tone and moisturise routine. Diet, stress, the environment, and sleep (or lack of it) are just some of the factors that can have an effect on the skin.

## Skin type

Skin type is, of course, a consideration. There are almost as many variations of skin type, texture and colour as there are people. But skin type is usually classified as dry, oily, normal and combination.

While you can generalise and slot people into skin types based on physical properties such as skin colouring and hair colour, this doesn't always work. Your skin type can change, for example during pregnancy, and as you grow older.

The chances are that a blonde with blue eyes and a very fair complexion, or a light redhead with freckles will have a dry skin. On the other hand, a dark or sallow skinned person with dark brown to black hair will probably have an oily skin.

Don't assume this though. The most common skin type is combination skin, and some lucky people have a normal skin. But even they have to take care of it to keep it looking good.

Care of facial skin consists basically of daily cleansing, toning and moisturising, but more specialised care may be needed at less frequent intervals; treatments such as a face mask, exfoliator, or facial massage. Customers with acne or those with sensitive skin will also need special care, and this will influence the choice of products you recommend.

## Make it up!

So far we've seen that skincare is the same for all races, depending on skin type, although some skin types tend to be more common among some races. What about make-up?

The natural look is in, but even a lovely skin can benefit from make-up. It's essential if you're out to make an impression — like at a job interview or if you're getting married — and if you're going out to paint the town red!

The base is very important as it can disguise many a flaw. Foundation smoothes out the complexion, hiding scars and blemishes (see **Choosing foundation**).

The rules for putting on make-up apply to all. Advise all your customers to strive for as professional a look as possible, using all the right brushes and applicators, and blend, blend, blend. For more individual advice, the following may be useful:

*Continued on p10*

SKIN TYPE	CLEANSER	TONER	MOISTURISER
DRY	Cream or liquid; gentle scrub; honey mask once weekly	Toner (alcohol-free)	Rich moisturiser or night cream
NORMAL/COMBINATION	Liquid or soap; scrub once weekly; mud or honey mask as needed	Toner or Astringent	Light moisturiser or night cream if needed
OILY	Facial soap; scrub twice weekly; mud mask once weekly	Astringent	If needed, light moisturiser

1. Cell-renewal products can be applied prior to moisturisers
2. Remind customers to moisturise the neck, as signs of ageing often appear there first
3. Eye make-up remover should be used at the cleansing stage, and eye cream after moisturising





### Choosing foundation

No matter what the skin colour, the tips for selecting foundation are the same:

**1. Shades.** Advice varies as to where to test for the correct match. You've probably seen customers using the back of a hand or the inside wrist area, but many beauty experts feel this is far from ideal. Some now advise using the neck.

The best testing ground is the forehead, the area that cosmetic camouflage experts go for. This is particularly important for black people who often have uneven skin tone on the face, the darkest being on the forehead. Anyone choosing a foundation should go for a shade as close to their skin colour as possible.

**2. Types.** Foundations are either oil-based or water-based. So it makes sense for dry,

normal and combination skins to use oil-based foundations, and oily skins water-based. But this is not a hard and fast rule. For example, a heavier, cream base may be more suitable for evening make-up, and for very oily, problem skins. Foundations are formulated as gels, creams, cakes and liquids.

**3. To apply.** Dot onto the face section by section — forehead, cheek, chin, lips, cheek, nose, eyelids — using an applicator and blend in using a wet (some say dry) latex or natural sponge, stroking downwards. Avoid applying too much to creases and wrinkled skin. Use concealer if necessary before applying a liquid foundation. Set foundation using face powder — translucent block powder for liquid, and translucent loose powder for cream foundation.

### White magic

Caucasians can be anything from extremely pale to swarthy Latin types. "Pink" foundations will be no good for the latter! But tinted moisturisers can be quite useful, also for those who have a suntan.

Hair and eye colour are important considerations when advising on make-up shades; watch out as strong colours on pale skins can result in a washed out look.

### Eastern promise

This group includes all those from the Asian continent, from the more sallow complexioned orientals to the very dark south Indians and Sri Lankans. Usually they have very dark brown or black hair and brown eyes; but green and even blue eyes are possible.

The most striking feature of many Asians is their eyes. Advise on eye make-up, especially kohl, to make them even more stunning.

### Black beauty

There are so many different "black" shades, ranging from very light-skinned to very dark-skinned.

Bright, vivid colours look best on black skins, but too much will look unattractive for daytime. With evening make-up black people can be very adventurous, using shimmering, frosted eye shadow shades that would overpower a lighter skin.

Full lips are in, and many black women have well-formed lips. If they should wish to slim them down, advise tracing the outline with a brown or black lip pencil, and fill in with lipstick. To soften the outline apply foundation over the top, and powder to set.

### Make-up ranges for dark skins

Many ranges that you stock may cater for people with darker skins, for example Rimmel and Mary Quant. But unless your shop is in an area where there is a large ethnic population, the chances are that you won't keep any of the darker shades in stock.

There are an increasing number of ranges made specifically for dark skins, and more and more are home grown. Many are available from pharmacies, department stores and hairdresser salons, or by mail order.

**Cosmetics Plus. 0237 471771.**  
**C.J. Associates. 0442 862294.**  
**Coka Karmel. 071-436 9936.**  
**Coral Associates. 0235 510839.**  
**DDC. 071-229 4224.**  
**De Witt International. 081-441 9310.**  
**Dyke & Dryden. 081-801 7321.**  
**Fashion Fair. 081-594 9929.**  
**Gabbidon's. 071-476 5638.**  
**Healthcare Wholesale. 081-767 0436.**  
**Isis Cosmetics. 081-940 7530.**  
**L'Oreal. 071-937 5454.**  
**Luster Products. 071-581 4393.**  
**M.R. Commodities. 071-436 1979.**  
**Paradise Cosmetics. 081-961 9245.**  
**Shades of Black. 071-736 4891.**





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## WINDOW DISPLAY

In the third and final article in our introductory series on basic window display techniques, Beverly Fuller draws together all the elements for a good window

# Pulling your act together

The ultimate success of your window display depends very much on your skill in arranging related or unrelated products in an eye-catching way. How do you do it? Can you group merchandise of different heights, shapes and sizes happily together and ensure the colours, patterns and textures are in harmony?

### Grouping, composition, balance

A good group may consist of one or two large important products providing a focal point, with smaller, less important items close to or overlapping them, giving a strong overall outline, possibly in a triangular shape. The smaller items in the

group may cascade at different levels down boxes or shelves.

The shape and proportion of your display are vital, whether you base it on a symmetric or asymmetric composition (see "Promises, promises" *Over the Counter*, August issue), so make it bold and keep it simple. Symmetric arrangements are ideal for formal presentations, but they can be uninteresting if not carefully handled. For a more exciting look go for the asymmetrical display, moving the focus of interest away from dead centre, but remember the "rule of thirds" (see panel) and make sure it is visually balanced.

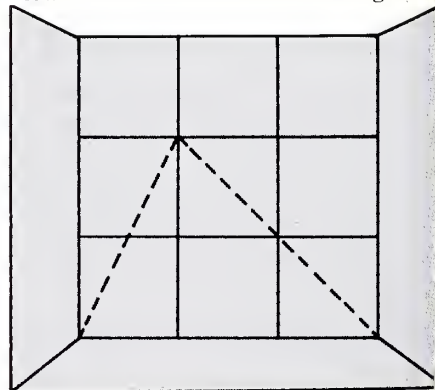
### 'My window is a funny shape'

For a wide window use panels or curtains at the sides, or split the window into sections with vertical dividers, forming a number of smaller windows to break the horizontal line. Colour and lighting can also break up a long, boring stretch of display area.

If you have a tall window use a dark background or pelmet curtains to bring the eye down and focus attention at eye level.

Shallow windows are frequently found in pharmacies and depth is an important factor in many compositions. You can create the illusion of depth in various ways. Use the back wall to full advantage by mounting panels on it with shelves to take the merchandise. Choose dark colours to make the background recede. Spotlight your products from overhead, not the sides or floor.

The problem of a deep window is best solved by creating a false background. Use the depth, but keep merchandising well forward in the window and avoid using the



*The rule of thirds: Imagine you are dividing your window into nine equal parts — three sections across and three sections vertically. Group your display so the main focal point is on one of the intersecting lines, or make one of the nine spaces your focus of interest, avoiding the centre space*







as well as the focal point. Blinds, screens and panels hung from the ceiling all help to make up the space. Lighting from the sides focuses attention towards the front of the display.

Island windows, which may be viewed from all sides, can be difficult. You can make this type of window by slipping a narrow panel or screen down the centre and lighting the display on both sides, or stack products in a spiral or pyramid.

### Props

Props are anything you use to enhance your display. They can be anything from animated models to plants, leaves and pebbles, or fans, kites and kites — whatever you feel will add that finishing touch. Don't let the props overpower the merchandise. Integrate them with lighting, screens, panels, surface treatments and colour (see illustrations). Use paper sculpture or use a video in the window where the light is not too strong. Manufacturers often have demonstration stands available on loan. Existing display stands from within the shop can sometimes be utilised in the window. Most suppliers offer dummy products which are easy and safe to use in displays, but use small showcards which do not take up too much space. Other aids such as cut-out letters can also be used creatively.

### Display themes

Link products with topical news items, current events and seasonal subjects. Sport, slimming, holidays, travel, television and media promotions, celebrities in the news, all provide ideas for display themes. How about off-beat topics such as pop, entertainment, or even history and folk art? Stay away from religion or politics; Santa and the Easter Bunny are safer. Make sure your merchandise is appropriate to the theme you select.

### Still need more help?

Very few up-to-date books on "state of the art" window dressing in the '90s can be found in local libraries. If you are seriously into window display, part-time courses and evening classes in display design are held at The College for the Distributive Trades in London, or at various technical colleges in main UK centres. You can keep yourself informed on the latest trends by subscribing to magazines such as *Inspiration* (USA), *Retail Attraction* (GB) and *Das Schaufenster* (Germany).

*Beverly Fuller runs her own display design business and is currently a part-time lecturer at Uxbridge College, Middlesex*





# What a day!

There's nothing like doing it in style, and if you're celebrating your 75th anniversary, why not really go to town? Moss Chemists did exactly that when they invited staff and their families at Alton Towers for a fun day in September to celebrate their birthday.

The operation to bring 1,500 people from Moss' 85 branches began early on the Sunday morning for some, especially those travelling down to Staffordshire from Scotland. To bring the largest contingent up from London a special train was laid on (British Rail, it has to be recorded, had their usual trouble getting there on time).

But by 11.30 in the morning 42 coaches from all over Britain were converging on Alton Towers, billed as the world's seventh largest theme park, with the Black Hole, the Thunderloop and the Corkscrew among its better known stomach churning attractions. For those preferring terra firma attractive gardens and quiet walks offered a more relaxing alternative.

Of course, there was a serious side to the day. Before moving off to sample the delights of the leisure park, staff were invited to the final of the Moss chemist assistant of the year competition. Six finalists came before judges Michael Spruzs of Moss Chemists and Neil Murphy of Crookes Healthcare, where they were subjected to a battery of questions from the host of the show, Steven Ayling from Crookes.

The lucky winner was Eileen Chandler from Roehampton, with runners-up Samantha Jones from Ashford and Margaret McNeil from Dunfermline. Eileen won a trip on the Orient Express to France for three days, plus champagne, flowers and, of course, the winner's shield.

Crookes Healthcare sponsored the day, in what David Wright, Crookes national account executive, described as the single biggest promotion between a manufacturer and a multiple chemist.



The lucky winners: runner-up Margaret McNeil (left) from Dunfermline and winner Eileen Chandler from Roehampton with Moss managing director Barry Andrews



Crookes' answer to Bruce Forsyth, compere Steve Ayling, puts the questions to the six finalists (left to right): Joan Latham, Preston; Samantha Jones, Ashford; Eileen Chandler, Roehampton; Brenda Ward, Feltham; Margaret McNeil, Dunfermline; Rachel Pickett, Newport



All the way from Cumberland, near Glasgow, (left to right) Rosemary Ross, husband Richard and daughter Claire, with John and Margaret Lee and sons



From Moss Chemist, Aintree (left to right) Steve and Lyn Jones, Howard Rodgers, Carol Higgins with Nicola and her husband Jim



From Moss Bedford branch Fiona Harris (left), Liz Moss and Moll Manning (right)



# Factfile



## Subject: The menopause

1. Most women have their menopause (the word strictly refers to the end of menstruation) between the ages of 45 and 54; on average at 51. When a woman of menopausal age has had no period for more than six months the chances are she has passed the menopause.
2. Smokers tend to reach the menopause earlier than non-smokers, possibly due to a toxic effect on the ovary. Early or late menopause tends to run in families.
3. The menopause can be induced artificially by removing the uterus (hysterectomy) or ovaries (oophorectomy) or by exposing the ovaries to radiotherapy.
4. During a woman's reproductive phase, hormones secreted by the ovaries and the pituitary gland in the brain control the menstrual cycle. In the first half of the cycle, the lining of the uterus (womb) prepares for pregnancy. The abrupt fall in progesterone and oestrogen output from the ovary if conception does not take place causes this lining to be discarded in the menstrual blood.
5. As the ovary ages it produces less oestrogen. This may cause irregular periods before the menopause itself. After the menopause, oestrogen levels are usually only 20 to 30 per cent of those found during the menstrual cycle.
6. Youth and beauty-orientated Western culture can make women feel the menopause signals the loss of these attributes. However, in some Eastern cultures, women who reach the menopause see their standing increased as they are no longer considered to be contaminated by menstrual flow.
7. About a third of women pass the menopause without unpleasant symptoms; another third suffer only minor complaints. Most will suffer some irregularity of periods in the years leading up to the menopause. Shorter cycles, then longer, irregular cycles are common.
8. Hot flushes accompany the menopause in 70 per cent of women. These unpleasant symptoms may be associated with palpitations, dizziness and nausea. The flushes, which can be especially embarrassing during the day, are improved by hormone replacement therapy (HRT), so they are probably due in some way to oestrogen deficiency.
9. Many psychological and emotional symptoms appear around the time of the menopause including loss of memory, mood changes, anxiety, irritability, tiredness, depression, aggression, headaches and listlessness. Not all are necessarily due to hormone imbalance. The menopause often

coincides with other stressful events: the last child leaving home or elderly parents needing support. Oestrogen deficiency may make these changes more difficult to cope with.

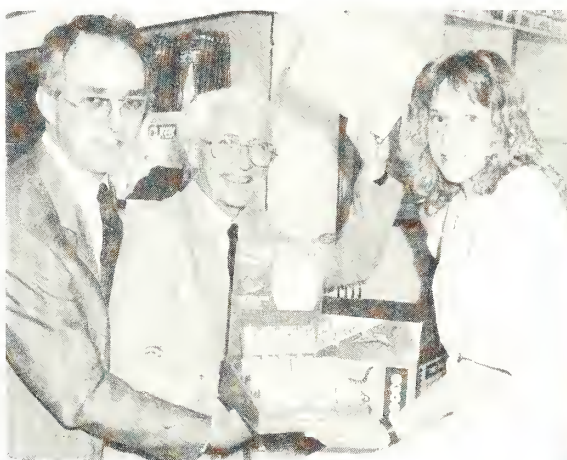
**10.** Of the longer term consequences of oestrogen deficiency, osteoporosis — loss of bone increasing the risk of fractures — is the most significant. It has been estimated that osteoporosis is responsible for the premature deaths of 100 UK women a week.

**11.** Up to 30 per cent of the mass of bone may be lost in the first ten years after the menopause. Oestrogen deficiency accelerates bone loss, so hormone replacement therapy can help.

**12.** Ensuring a daily intake of 1,000-1,200mg of calcium can help prevent bone loss. Some milks have added calcium to supplement the diet; calcium tablets are an alternative.

**13.** The average age at menopause 100 years ago was 46. The increase in average age to 51 coincides with an increase in life expectancy for women. Women are now spending at least one third of their lives in a post-menopausal state.

**14.** Although the vast majority of women have reached the menopause by the time they reach 55, a few continue to have regular periods beyond this age. This usually requires investigation as such women may have an increased risk of developing cancer of the uterus.



*Tracey Bolland, a pharmacy assistant at Rainbow Pharmacy in Fakenham, Norfolk, got a nice surprise the other day when two strangers walked into the pharmacy and told her she was off to Singapore. Tracey won the Tiger Balm competition which ran in the March issue of Over the Counter and the two strangers were Tiger Balm marketing manager John Moore (left) and LRC's field sales manager David Cunliffe who called to present her with the tickets for a holiday for two*

## Q&A

The National Pharmaceutical Association's "Ask your pharmacist" series of Questions and Answers is syndicated to newspapers up and down the country on a monthly basis. Each issue, *Over the Counter* features the next month's "Q&A's"

*My friend says I have spots because I don't wash enough. Is this true? I am 15 years old.*

Regular washing helps to keep skin clean and healthy, but cannot prevent or heal spots which are caused by changes in hormone levels during adolescence. Continue to wash regularly and thoroughly and ask your pharmacist to recommend an effective spot treatment. Keep hair clean and your hair and fingers off your face as much as possible.

*I would like to go on a course to learn about first aid. Where can I find out about this?*

You may find information about courses at your doctor's or at the local library. Or telephone either the Red Cross or St John Ambulance; their local branches will be in the telephone book. Your local college of further education may also run courses. First aid courses generally involve just a few hours spread over several evenings and are well worth attending.

*I have just been treated for vaginal thrush. Does anything make thrush more likely to occur?*

Most women will have at least one attack of thrush during

their lifetime, but don't worry, it can be very successfully treated by your doctor. The organism that causes it is found in the mouth, bowel and vagina of many women. However, pregnancy, diabetes and recent treatment with antibiotics all increase the likelihood of thrush. Some doctors blame the contraceptive pill, although this is debatable. Thrush flourishes in a warm, moist environment, so tight jeans, nylon pants and tights may cause the problem. Deodorants, bubble baths and disinfectants may also contribute by causing skin irritation. The damaged skin is more susceptible to infection.

*Two of my teeth have become loose, although they are quite sound and do not hurt. Why is this?*

It sounds as though you may have periodontal (gum) disease. This is caused by a build up of plaque on the teeth, mostly near the gums. Plaque consists of micro-organisms which damage the gums. It is important that you visit your dentist as soon as possible, so that he can diagnose the problem accurately, treat it and show you how to keep your gums healthy.



# To train or not to train?

Training is defined as the process of bringing a person to an agreed standard of proficiency by practice and instruction.

From an early age we are trained to do all sorts of things to enable us to live in society. After a certain age the choice, to some degree, is ours. If we want to better ourselves we opt for training; if we're happy as we are we don't.

At *Over the Counter*, we're in favour of training — we want you to be as good at your job as you can be, and provide information to help you achieve this.

You are no doubt familiar with our training diary, giving you dates and venues of various courses. These are run by pharmacy organisations, specifically the National Pharmaceutical Association, wholesalers like E.H. Butler and Vantage, and manufacturers like Sterling Health, Wellcome, and Vichy.

The NPA training department provides a wide range of services to members who are committed to training. This includes a sales assistant training manual, off-the-job courses, correspondence courses and the medicines counter assistants course.

These are held over periods including one day, six-weeks or two years for correspondence courses. They do have to be paid for, but they are run professionally, and assistants get a certificate and a

qualification recognised throughout pharmacy.

The head of training is Mrs Ailsa Benson. She says most assistants want to be trained, but often their employers — yes, pharmacists! — are less keen. Reasons given include: 'I can't spare you', 'I can't afford it', or 'You don't need any training'. All very negative.

Don't let them get away with it! Badger them until they get sick of hearing about training and allow you to go. Especially if they suddenly ask you to take on new duties or areas of responsibility.

Remind them that training doesn't just benefit you. The customers will get a better service and the pharmacy will profit from regular and loyal custom.

Numark courses are generally sponsored by manufacturers, who send along a sales manager to give a talk and demonstration on a particular topic. There is a question and answer session, loads of freebies, and prizes for the assistant who tops the class.

They cost nothing (except travelling expenses), and you needn't be out for the whole day as they are usually afternoon courses (2-5pm). A buffet is provided free — a £5 deposit is returnable if you turn up.

Sterling Health put on a series of roadshows around the country on a variety of topics. There is no fee, and you are supplied with food and drink. And being in the evening, you're not taking time off work!



Mrs Josie Turner, centre, pharmacy assistant, of Fighting Cocks, Wolverhampton receives a Toshiba CD midi system and £50 record token as first prize in Wyeth Laboratories' SMA Ready-to-Feed competition, which featured in the May issue of *Over the Counter*. Presenting Mrs Turner with her prize are Ruth Higham, product manager for SMA (left) and Anne Worrall-Priddey, Wyeth's area sales representative

Please reserve.....places for me at the *C&D*/Ames seminar on Diagnostic Testing at the Dudley Hotel, Hove, on Thursday, November 15, 1990

Name (please print) .....

Job Title .....

I shall be accompanied by .....

Pharmacy stamp

Signed .....

## Come to a *C&D* seminar!

Since 1987, *Over the Counter*'s parent magazine *Chemist & Druggist* has run seminars for pharmacists and their assistants on which printed training material for the magazine is based. The next seminar in the series, covering 'Diagnostic Testing' and co-sponsored by the Ames Division of Miles Laboratories, will be held on Thursday, November 15 at the Dudley Hotel, Hove. All *Over the Counter* readers in and around the Brighton area are invited to attend.

The seminars are conducted in an informal atmosphere providing an enjoyable and instructive evening, rounded off with a first-class hot buffet. We begin with light refreshments on arrival at 6.30pm, with the seminar itself starting at 7pm. Terry Maguire, a community pharmacist from Belfast will talk about diagnostic testing in the pharmacy, including cholesterol testing and urinalysis, and a diabetic nurse will address the subject of diabetes and the need for monitoring of blood sugar. The speakers will put their subjects into a pharmacy context, so don't worry if the talks sound a bit complicated. With more and more pharmacies offering diagnostic testing, it couldn't be a better time to learn how it's done. The talks, complete with demonstrations of Ames equipment, will last for an hour and a half, before the buffet arrives.

You can reserve a place at the *C&D*/Ames seminar by filling in the coupon on the left and sending it to The Editor, *Chemist & Druggist*, Benn Retail Publications Ltd, FREEPOST, Sovereign Way, Tonbridge, Kent TN9 1YZ (no stamp required) by October 30. The limited number of places will be allocated on a first come, first served basis. A formal invitation will confirm receipt of your application. Why not tell your pharmacist, and make it a pharmacy outing!





## No cologne? Just phone!

Did the heat get to Verity and numb her telephone digit (*Counterview* last month)? "Not a solid cologne stick to be had in the length and breadth of the country," she writes.

As one of the leading manufacturers of this product for more than 20 years I am pleased to inform her that we have had stock all through the Summer. Why did she not "phone me"? I would have been only too happy to supply her with as much stock as she required. As for insect repellants and stings and bite cream, she can rely on us for those as well.

We deal with over 6,500 pharmacies on a direct call/delivery basis. If only I had her address she could count on a rep visiting her and need never be without these products ever again.

As for turtles! I'll have to pass on that one. Our products are "ozone" and "animal" friendly.

**J.H. Chaplin**  
Sales Manager, J. Pickles & Sons

## Over the Counter's fame is spreading

Assistants in the UK are not the only people to benefit from *Over the Counter* each month. Last week we received an entry for one of our competitions from Hosur in Tamil Nadu Province, India!

Unfortunately, the entry arrived too late to be included in the prize draw, but it's nice to know *Over the Counter* has fans across the globe. Thank you very much, Miss S. Latha of Reckitt & Colman of India Ltd.

# Diary

## Mawdsley Brooks

Further information on the Mawdsley Brooks-run MCA course can be obtained from Debbie Green, customer support executive, Mawdsley-Brooks & Co Ltd, Chemiserve House, PO Box No18,

East Ordsall Lane, Salford M5 4RA. Tel: 061-833 9741.

## Sterling Health courses

Further information on the 1990 programme of the Sterling Health Educare Roadshow is available from Less A'Boe, operational manager, Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS. Tel: 0483 65599.

## NPA courses

Details and booking forms for all

courses are available from the training department of the National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts AL1 3NP. Tel: 0727 32161.

## NPA/SPF courses

Details of the National Pharmaceutical Association's courses in Scotland from Shelia Elliott of the Scottish Pharmaceutical Federation. Tel: 041-221 1235.

The following courses are for pharmacy assistants

### October

2	Newcastle	Fragrance Sales	NPA
2	Edinburgh	Selling	NPA/SPF
3	Edinburgh	Merchandising	NPA/SPF
3	Leeds	Fragrance Sales	NPA
4	Edinburgh	Advanced Selling	NPA/SPF
5	St Albans	Fragrance Sales	NPA
9	Norwich	Self-medication/Headache/Cystitis	Sterling Health
9	Aberdeen	Selling	NPA/SPF
10	Aberdeen	Advanced Selling	NPA/SPF
11	Aberdeen	Merchandising	NPS/SPF
16	York	Selling	NPA
17	York	Merchandising	NPA
17	Manchester	NPA Medicines Counter Assistants Course	Mawdsley Brooks
18	York	Advanced Selling	NPA

### November

6	Coventry	Self-medication/Headache/Cystitis	Sterling Health
6	Ipswich	Success in Selling	NPA
7	Ipswich	Merchandising	NPA
8	Ipswich	Advanced Selling	NPA
15	Hove	Diagnostic Techniques	C&D/Ames (see panel opposite)
27	Manchester	Self-medication/Headache/Cystitis	Sterling Health

Organisers of courses for assistants can be featured in this column by sending details to *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

## Last month's answers

### Quiz

- (b) A counter irritant is a muscular pain reliever.
- (c) An inflammation resulting in pain, swelling and restricted movements of the joints is the description for arthritis.
- (a) We hope you'd feed Olvarit to a baby. It's a new brand of baby food from Cow & Gate.
- (b) A bactericide kills bacteria.
- (b) Ovulation predictors detect the LH surge, which precedes the release of an egg from an ovary.
- (a) The warmest light comes from the South, useful to bear in mind when window planning.
- (b) Pregnant women take iron tablets to prevent anaemia.
- (c) Outdoor Girl cosmetics are produced by Max Factor.
- (c) The bee-produced "health" substance is royal jelly.
- (a) Early morning urine is used for pregnancy tests because it contains a higher concentration of the hormone being tested for.

### Logical

- Andrea, who works on Wednesdays (clue one) does not get the bus (clue three) or drive a car (clue four). Since she does not

walk to work (clue one) she must travel by bike.

- Bus riding Naomi must work on Fridays (clues three and four), so Gina must work Tuesdays, leaving Carole drinking cola on Monday.
- Andrea therefore drinks lemonade (clue one), Gina coffee (clue two), and Naomi tea.
- Gina is left as the girl who walks to work.

## Last month's winners

### Quiz No 7

**Ms Cathy Salmon**, Gilpins Chemist, 59 Seaforth Road, Seaforth, Liverpool. **Mr Richard Lee**, Safeway Pharmacy, Fernbank Shopping Centre, Crowborough, East Sussex. **Miss H. Vasey**, F.B. Chalmers (Chemists) Ltd, New Street, Pontnewydd, Cwmbran, Gwent. **Maxine Allen**, Morton Pharmacy, 29 Stonegarth, Carlisle. **J. Hayward**, Boots the Chemist Ltd, 122 High Street, Sittingbourne, Kent.

### Logical No 2

**Mrs C. Edwards**, D.G. Edwards, 31 High Street, Bangor, North Wales. **Ms Liza Moriarty**, Boots the Chemist, Hallwood H/C East Lane, Runcorn, Cheshire. **Ms Lauren Lewis**, Boots the Chemist, 82-84 Taff St, Pontypnodd, Mid Glamorgan. **Ms Rita Williams**, Vantage Chemist, 62/64 Barnsley Road, South Elmsall. **Ms Dawn Partington**, Athertons Chemist, 55 High St, Rishton, Lancs.

girl talk



the young girls guide  
to growing up

"Girl Talk", the latest booklet for 9-13 year old girls from the Sancellia Advisory Service, covers all aspects of menstruation and has an address which girls can write to for samples of Bodyform and Pursepack. "Girl Talk" is being sent to 5,000 schools and will be offered through the teenage press. Copies for pharmacy advice stands can be obtained from Pauline Richards, Sancellia Advisory Service, Scott House, Wood Street, East Grinstead RH19 1UR



# Multivitamins

Vitamins are substances, required in minute quantities, which are essential for health and normal development. In most cases they cannot be made by the body, so have to be provided in the diet. Vitamins are used in the body's production cycles; without them deficiency diseases develop.

Primary deficiency diseases occur when one vitamin is absent from the diet. Deficiency of vitamin A causes xerophthalmia, a dry eye syndrome, deficiency of B1 produces beri beri, lack of vitamin C causes scurvy and lack of vitamin D rickets. Secondary deficiency diseases occur when absorption processes fail due to poor digestion, alimentary tract disorders, or abuse of laxatives.

The elderly, who tend to miss out on a balanced diet on the grounds

of economy; dieters, who place weight loss above health in their list of priorities; vegetarians, particularly Asians conforming to their native diet; the housebound, and children are among those who might need supplements.

Vitamins can be subdivided into fat soluble (A, D, E and K) and water soluble (B group and vitamin C). (In the listings which follow, we have retained this more traditional naming format, though the chemical names are gaining wide acceptance.) Their importance and sources in everyday foods can be found in the table below.

In this list we have concentrated on products which hold a medical product licence. But many vitamins are sold solely as food supplements (see page 21).

## Abidec Drops

### Parke-Davis

A clear, yellow liquid containing vitamin A 4,000u, B1 1mg, B2 400 micrograms, B6 500 micrograms, C 50mg, D2 400u and nicotinamide 5mg in 0.6ml

**Under 1 year:** 0.3ml daily **Over 1 year and adults:** 0.6ml daily

**Caution:** Excessive vitamin A and D can lead to hypervitaminosis  
25ml £2.09, 2 x 25ml with two graduated droppers £3.55

## Abidec Capsules

Bright yellow, oval gelatin capsule containing an oily yellow-brown suspension. Each capsule contains vitamin A 4,000u, B1 1mg, B2 1mg, B6 500 micrograms, C 25mg, D2 400u and nicotinamide 10mg

**Adults and children over 7:** One daily  
250 £6.49

## Adexolin

### Seven Seas

Blackcurrant flavour colourless liquid. Each 1ml contains 35 drops, each drop contains vitamin A 5 micrograms, C 3mg, D 1 microgram

**Breast-fed babies, babies on non-fortified milk, all infants from weaning to 5 years:** 10 drops daily  
**Older children:** 5 drops daily  
10ml bottles with fitted drop dispenser  
£1.05, 50ml £3.15

## Allbee with C

### Whitehall

Yellow and green capsules

monogrammed "AHR" in black, each containing vitamin B1 15mg, B2 10mg, B6 5mg, nicotinamide 50mg, calcium pantothenate 10mg and vitamin C 300mg

**Adults:** One to three daily **Children 6-12:** One daily  
30 £3.17, 100 £9.97

## BC 500

### Whitehall

Orange, oblong tablets, each containing vitamin B1 25mg, B2 12.5mg, B6 10mg, B12 5 micrograms, C 500mg, nicotinamide 100mg and calcium pantothenate 20mg

One daily  
**Caution:** Not suitable for children  
30 £2.18

## Becosym

### Roche

Small dull brown tablets, each containing vitamin B1 5mg, B2 2mg, B6 2mg and nicotinamide 20mg  
One to three tablets daily  
100 £1.10

## Becosym Syrup

Cherry-coloured syrup containing vitamin B1 5mg, B2 2mg, B6 2mg and nicotinamide 20mg in 5ml  
**Children and adults:** 5-15ml daily **Infants:** 5ml daily  
100ml £1.58

## Becosym Forte Tablets

Round brown tablets, each containing thiamine 15mg, vitamin B1 15mg, B2 15mg, B6 10mg and nicotinamide 50mg  
One to three tablets daily  
25 £1.65, 100 £4.25

## Biovital Tablets

(P)

### Fisons Consumer

Tablets, each containing vitamin B1 0.6mg, B2 0.6mg, B6 1mg, nicotinamide 10mg, B12 2 micrograms, C20mg, iron 32.5mg and manganese 0.15mg  
60 £2.15, 120 £3.65

## Biovital Vitamin Tonic

Liquid containing vitamin B1 0.6mg, B2 2.6mg, B6 1mg, nicotinamide 10mg, B12 2 micrograms, C20mg, iron 12mg and manganese 60 micrograms in 20ml  
200ml £2.35, 325ml £3.65

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.

## Concavit

(P)

### Wallace

Capsules, each containing vitamin A 5,000u, B1 2.5mg, B2 2.5mg, B6 1mg, C 40mg, D 400u, E 2u, nicotinamide 20mg and calcium pantothenate 5mg  
One daily  
25 £2.90, 100 £8.04

## Concavit Drops

Drops containing vitamin A 10,000u, B1 4mg, B2 2mg, B6 2mg, C 100mg, D 800u, nicotinamide 25mg and dextranthenol 4mg per ml  
0.5ml daily  
15ml £2.35

## Concavit Syrup

Ingredients as for drops, in 10ml 5ml daily  
150ml £2.72

## Crookes Multivitamin

### Crookes

Tablets containing vitamin A 4,000u, B1 1.5mg, B2 2mg, B6 1mg, B12 2 micrograms, C 50mg, D 400u, E 5mg, calcium pantothenate 5mg and nicotinamide 20mg  
One daily, at breakfast  
30 £1.79, 60 £3.29

## Crookes Multivitamin with Iron

Tablets containing the ingredients above, with iron 15mg, copper 0.75mg, zinc 4mg, manganese 1mg and potassium iodide 0.2mg  
30 £1.79

## Crookes Halibut Liver Oil

Capsules of halibut liver oil each containing vitamin A 4,000u and D 100u  
120 £2.29

## Crookes Wheat Germ Oil

Capsules of wheat germ oil containing vitamin E 3mg  
120 £2.95

## Dalivit Capsules

### Paines & Byrne

Oval red, soft gelatin capsules of oily yellow suspension, each containing vitamin A 7,500u, B1 3mg, B2 3mg, B6 1mg, C 75mg, D2 1,000u, nicotinamide 25mg and calcium pantothenate 5mg  
**Older children and adults:** One daily  
100 £2.69

## Dalivit Drops

Deep yellow liquid containing vitamin A 5,000u, B1 1mg, B2 400 micrograms, B6 500 micrograms, C 50mg, D2 400u and nicotinamide 5mg in each 0.6ml  
**Infants up to 12 months:** 7 drops daily **Over 12 months:** 14 drops daily  
2 x 15ml bottles with integral dropper around £2.17

## Evans Multivitamin Capsules

### Evans Medical

Soft, oval, brown capsules each containing vitamin A 2,500u, B1 1.3mg, B2 1.7mg, B6 0.82mg, B12 4 micrograms, C 30mg, D 250u, E 5mg, nicotinamide 19mg and pantothenic acid 4.6mg  
**Adults and children over 5:** One daily  
60 £1.69

## Evans Multivitamin and Iron Capsules

Soft, oval, red-purple capsules, ingredients as above with addition of folic acid 10 micrograms and iron, as

Vitamin	Use in Body	Dietary Sources
A (retinol)	Regeneration of membranes. Formation of light-sensitive substance in the eye	Dairy products, egg yolks, liver, oily fish, brocolli, carrots, tomatoes
B1 (thiamine)	Breakdown of carbohydrates, Nerve cell function	Yeast, liver, cereals, milk, eggs
B2 (riboflavine)	Oxidation processes, including respiration	As B1
B6 (pyridoxine)	Protein metabolism	Eggs, wholemeal flour, fish
B12 (cyanocobalamin)	Blood production	Liver, liver extracts, meat, fish, eggs
Nicotinic acid (part of the B Complex)	Enzyme systems	Meat, fish, wholemeal flour
C (ascorbic acid)	Health of blood capillaries	Citrus fruit, berries, green vegetables
D (calciferol)	Bone formation	Fish liver oil, animal fats, dairy produce
E (tocopherol)	Appears to prevent fatty degeneration of tissues	Nuts, vegetables
K (phytonadione)	Blood clotting factors	Green vegetables, liver



errous fumarate, 12mg  
Adults and children over 5: One daily  
60 £1.69

### Evans Vitamin B Complex

Soft oval, pale green capsules each containing vitamin B1 3.9mg, B2 5mg, B6 4.1mg, B12 4 micrograms, nicotinamide 30mg and pantothenic acid 9.2mg  
One daily  
60 £1.79

### Evans Cod Liver Oil Capsules

Soft oval capsules each containing cod liver oil providing vitamin A 625u and vitamin D 62u  
Adults: Two capsules twice a day Children over 3: One capsule twice a day  
60 £1.29

### Forceval Capsules

#### Unigreg

Capsules, each containing vitamin A 5,000u, B1 10mg, B2 5mg, B6 0.5mg, nicotinamide 20mg, B12 2 micrograms, C 50mg, D3 600u, E 10mg, calcium pantothenate 2mg, plus minerals  
5 £2.76, 30 £5.49, 90 £13.97

### Forceval Junior

Capsules containing vitamin A 1650u, B1 1.5mg, B2 1mg, B6 1mg, nicotinamide 7.5mg, B12 2 micrograms, C 25mg, D3 200u, E 5mg, calcium pantothenate 1mg plus minerals  
10 £1.43, 30 £3.98

### Galiborange

#### Reckitt & Colman

Orange or blackcurrant flavoured tablets, each containing vitamin A 500mg, C 25mg, and D3 5mg  
One daily  
10 £0.99, 60 £1.89, 120 £2.99

### Galycitrol

#### LAB

Orange coloured and flavoured multisol containing vitamin A 1.38mg, 4,600u and vitamin D 9.5 micrograms (380u)  
Adults: 5ml daily. Infants up to 6 months: 1.5ml daily  
14ml £1.76

### Galovite Liquid

#### Paines & Byrne

Straw coloured liquid containing vitamin A 2,500u, D 400u, B12 12.5 micrograms and choline chloride 150mg  
5ml daily  
100ml around £3.07

### Minadex Chewable Vitamins

#### Seven Seas

Orange biconvex tablets, each containing vitamin A 4,500u, C 25mg and D 450u  
Children 3 and over: One tablet daily  
60 £1.99

### Minadex Multivitamin Syrup

Orange, orange-tasting syrup containing vitamin A 4,000u, B1 4mg, B2 1.7mg, B6 0.7mg, C 35mg, D 400u, E 3mg and nicotinamide 18mg  
10ml  
Babies over 1 month: 5ml From 6 months:

10ml. Half of the above quantities when feeding dried milk  
150ml £1.99

### Minadex Multivitamins & Minerals Boost Tablets

30 £1.99  
Minadex Malt & Cod Liver Oil  
454g £2.29

### Minamino Compound

#### Chancellor

Raspberry-flavoured syrup containing amino acids, vitamins and minerals  
Adults: 10ml three times a day Children: 5ml four times a day. May be mixed with water  
200ml £3.50, 500ml £6.95

### Omega H3

#### Vitabiotics

Capsules containing 33 nutrients, including vitamins and minerals  
One a day  
30 £5.95

### Orovite

#### SmithKline Beecham

Maroon, sugar-coated tablets overprinted in white with the product name, each containing vitamin B1 50mg, B2 5mg, B6 5mg, nicotinamide 200mg and vitamin C 100mg  
Adults: One tablet three times a day  
25 £2.29, 100 £7.71, 500 £38.57

### Orovite Syrup

Orange-flavoured solution, containing vitamin B1 20mg, B2 2mg, B6 2mg, nicotinamide 80mg and vitamin C 40mg in 5ml  
Adults: 10ml three times a day Children: 5ml spoonful three times a day  
200ml £2.55

### Orovite 7

Sachets of orange-flavoured granules containing vitamin A 2,500u, D2 100u, B1 1.4mg, B2 1.7mg, B6 2mg, nicotinamide 18mg and vitamin C 60mg  
Adults and children over 5: Contents of one sachet per day, dissolved in water  
10 £1.88, 30 £5.36

Ⓟ denotes that a product is Pharmacy only and can only be supplied under the supervision of a pharmacist.

### Pharmaton

#### Unichem

Capsules each containing vitamin A 4000u, B1 2mg, B2 2mg, B6 1mg, B12 1 microgram, C 60mg, D 400u, nicotinamide 15mg, calcium pantothenate 10mg, rutin 20mg, dried ferrous sulphate 33mg, calcium phosphate 307.5mg together with several other minerals, and lecithin 66mg, and ginseng extract 40mg  
One daily  
30 £6.75, 100 £17.25

### Pregnavite Forte F

#### Bencard

Lilac sugar-coated tablets containing

dried ferrous sulphate 84mg, calcium phosphate 160mg, vitamin A 1,333u, B1 0.5mg, B2 0.5mg, B6 0.33mg, C 13.3mg, D 133u, nicotinamide 5mg and folic acid 0.12mg  
Multivitamin and mineral supplement in pregnancy  
One tablet three times daily, during or after meals  
84 £3.38

### Scotts Emulsion

#### SmithKline Beecham

White emulsion containing cod liver oil to provide vitamin A 1415u and D 75u in 10ml  
Adults and children over 6: 10ml twice a day  
1-6: 5ml twice daily  
500ml £5.35

### Seven Seas Cod Liver Oil Capsules

#### Seven Seas

Capsules of cod liver oil each containing vitamin A 670u, D 67u and E 0.3u in 0.3ml  
30 £0.99, 60 £1.59, 120 £2.59, 250 £4.59, 500 £7.85

### Seven Seas Cod Liver Oil

Oil containing vitamin A 4,000u, D 400u and E 10u in 10ml  
170ml £1.59, 450ml £3.39

### Seven Seas Cod Liver Oil and Orange Syrup

As cod liver oil above, with vitamin B6 0.7mg and C 35mg  
150ml £1.99, 300ml £3.25

### Seven Seas Multivitamins and Minerals Capsules

30 £1.65, 60 £3.25

### Super Plenamins

#### 3M Riker

Red, sugar-coated biconvex, oval tablets, each containing vitamin A 5,000u, B1 2.25mg, B2 2.25mg, B6 100 micrograms, B12 2 micrograms, C 40mg, D 300u, E 2mg, nicotinamide 20mg, dexpantenol 0.5mg, dried ferrous sulphate 51mg, calcium phosphate 255mg, potassium iodide 0.2mg, copper sulphate 2.95mg, manganese sulphate 4mg, potassium chloride 5.6mg, zinc sulphate 4.4mg and magnesium sulphate 75mg  
One daily. Not suitable for children under 7  
30 £2.85 60 £4.79

## Remember

Daily requirements of vitamins are usually obtained from a well balanced diet.

Among the group who may need vitamin supplements are the elderly, dieters, vegetarians, especially vegans, pregnant women and small children.

Many vitamin preparations also contain trace elements and minerals.

It can be dangerous to exceed the stated dose.

### Supradyn Capsules

#### Roche

Capsules containing 12 vitamins and 8 minerals  
Adults: One or two daily Children One daily  
30 £1.85, 60 £3.25

### Supradyn Effervescent

Round tablets containing 12 vitamins and 8 minerals which dissolve to produce a lemon-flavoured, effervescent drink  
Adults: One daily Children Half a tablet daily  
10 £1.65, 20 £2.95

### Supradyn for Children

Strawberry-shaped, strawberry-flavoured chewable tablets, each containing 10 vitamins  
Children over 5: One daily  
30 £1.05, 60 £1.95

### Surbex T Tablets

#### Abbott

Tablets each containing vitamin B1 15mg, B2 10mg, nicotinamide 100mg, B6 5mg, C 500mg  
100 £4.97

### Totavit Capsules

#### Cupal

Capsules each containing vitamin A 5000u, B1 1.5mg, B2 1.2mg, nicotinamide 10mg, B6 0.5mg, C 30mg, D 400u, E 1u, copper (as sulphate) 0.1mg, iron (as ferrous sulphate) 15mg, calcium 24mg, phosphorus 18.5mg, methionine 30mg  
One a day  
30 £1.60

### Totavit Cod Liver Oil

200ml £1.55, capsules 50 £1.48

### Yeast Vite

#### SmithKline Beecham

Brown tablets with "Y-V" on upper surface, each containing caffeine 50mg, nicotinamide 1.75mg, vitamin B1 0.167mg, B2 0.167mg in a base containing dried yeast and powdered clovers  
Adults and children over 12: Two every 3-4 hours. Not more than 12 tablets in any 24 hour period  
50 £2.05, 100 £3.45



# Iron preparations

The following iron preparations may be sold over the counter. Most are indicated for the treatment of iron deficiency anaemia and would more commonly be supplied on prescription. Supplements are often prescribed to prevent iron deficiency, particularly in pregnancy. Many cost less than the prescription charge.

## BC 500 with Iron

(P)

### Wyeth

Red film-coated tablets, each containing vitamin B1 25mg, B2 12.5mg, B6 10mg, B12 5 micrograms, C 500mg, nicotinamide 100mg, calcium pantothenate 20mg and ferrous fumarate 200mg

One daily  
Caution: Not suitable for children  
30 £2.91

## Feospan Spansules

(P)

### Smith, Kline & French

Clear, colourless capsules, ruby-red capped and filled with a mixture of green and red pellets, each containing 150mg dried ferrous sulphate (sustained release)

Adults: One daily Children over 1: One a day. Capsule may be opened and pellets mixed with soft cool food. They must not be chewed  
30 £1.55

## Feroglobin B12

### Vitabiotics

Syrup containing iron, vitamins and minerals including zinc  
5-10ml three times a day  
200ml £3.95

## Ferrocontin Continus

(P)

### Degussa

Red tablets, each containing the equivalent of 100mg ferrous iron in the

form of ferrous glycine sulphate (controlled release)

Treatment and prevention of iron deficiency anaemia  
One daily. Not suitable for children under 10  
30 £1.19

## Ferrocontin Folic Continus

(P)

Pale orange tablets each containing the equivalent of 100mg ferrous iron as ferrous glycine sulphate and folic acid 0.5mg  
One daily  
30 £1.19

## Ferrograd C

(P)

### Abbott

Two layered, red film-coated tablet containing dried ferrous sulphate 325mg in a controlled release form and vitamin C 500mg  
One a day, before food. Not recommended for children under 12  
30 £2.29

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.

## Ferromyn Elixir

(P)

### Calmic

Brown coloured liquid, containing ferrous succinate 106mg in 5ml

Adults: 5ml three times a day Children 5-10: 5ml twice daily 2-5: 2.5ml three times daily Up to 2: Up to 1ml twice daily  
100ml £5.49

## Remember

Iron preparations can upset the stomach. They are best taken after meals unless the pack says otherwise. Sustained release products are generally better tolerated.

The absorption of iron can be reduced by taking it at the same time as indigestion remedies or tetracycline antibiotics.

It can be dangerous to exceed the stated dose, and iron preparation, like all medicines, should be kept well out of the reach of children.

## Fersaday

(P)

### Duncan Flockhart

Ochre, film-coated tablets engraved "Fersaday" on one side, each containing ferrous fumarate equivalent to 100 mg ferrous iron  
Adults: One tablet daily. Not intended for children  
28 £0.78

## Fersamel

(P)

### Duncan Flockhart

Light brown tablets engraved "Fersamel" on one side, each containing ferrous fumarate equivalent to 65mg ferrous iron  
Adults: One tablet three times a day. Tablets may be crushed or chewed  
100 £1.54, 1,000 £12.40

## Fersamel Syrup

(P)

Brown aqueous suspension containing ferrous fumarate equivalent to 45mg ferrous iron in 5ml  
Adults: 10ml twice a day, doubled if required Infants/children: 2.5-5ml twice a day  
200ml £2.54

## Fesovit

(P)

### Wellcome

Capsules containing dried ferrous sulphate 150mg, vitamin B1 2mg, B2

2mg, B6 1mg, C 50mg, nicotinamide 10mg and calcium pantothenate 2.17mg Iron and vitamin supplement  
One daily  
30 £2.79

## Fesovit Z

Capsules as above, with zinc sulphate 61.8mg  
30 £3.71

## Folex 350

(P)

### Rybar

Pink tablets, marked "Folex 350", each containing ferrous iron 100mg (as ferrous fumarate) and folic acid 350 micrograms  
One daily  
30 £1.64, 100 £4.81

## Galfervit Capsules

(P)

### Galen

Capsules each containing vitamin B1 2mg, B2 2mg, B6 4mg, nicotinamide 10mg, sodium ascorbate 56mg and ferrous fumarate 305mg  
100 around £5.18

## Iron Jelloids

(P)

### SmithKline Beecham

Black tablets, each containing ferrous fumarate 60mg, vitamin B1 0.17mg, B2 0.29mg, C 4.17mg and nicotinamide 1.67mg



RECOMMEND EFFICO

TO HELP COMBAT THAT  
TIRED, LISTLESS, RUN DOWN  
FEELING.



Replaces lost dietary iron to improve the appetite and help prevent tiredness **Adults and children over 12:** Two tablets twice a day  
**Caution:** Tablets must be swallowed whole with a drink during or after meals, never on an empty stomach  
 60 **£2.99**

## Phillips Iron Tonic Tablets (P)

### Phillips Yeast

Tablets, each containing iron (as ascorbated ferrous carbonate) 20mg, dried yeast 170mg, vitamin B1 0.16mg, 320.3mg, C 10mg and nicotinic acid 2mg  
 60 **£1.35**, 100 around **£2.20**

**Phillips Multivitamin Tablets**  
 30 **£1.55**, 60 **£2.70**, with iron 30 **£1.60**, 60 **£2.80**

## Plesmet (P)

### Napp

Blackcurrant-flavoured syrup containing the equivalent of 25mg ferrous iron per 5ml as ferrous glycine sulphate  
**Adults:** 5-10ml three times a day **Children:** 2.5-5ml two or three times a day according to age  
 100ml **£1.47**

## Pyron (P)

### Parke-Davis

Clear red mixture with a cherry taste, containing sodium ironedetate 190mg in 5ml  
 Iron deficiency anaemia  
**Adults:** 5ml increasing to 10ml three times daily **Children up to 1 year:** 2.5ml twice daily **1-5:** 2.5ml three times daily. **6-12:** 5ml three times daily  
 100ml **£2.93**

# Tonics

Products in this list are traditionally used for loss of appetite and as a general pick-me-up.

## Effico

### Pharmax

Green-coloured syrup containing vitamin B1 0.18mg, nicotinamide 2.1mg, caffeine 20.2mg and compound gentian infusion 0.31mg in 5ml  
**Adults:** 10ml **Children:** 2.5-5ml. To be taken immediately before meals, three times a day. May be diluted with water  
 300ml **£2.29**

## Glykola (P)

### Sinclair

Dark red, syrupy liquid containing caffeine 20mg, calcium glycerophosphate 30mg, ext kolac liq 0.12ml, chloroform spirit 0.12ml, liq ferr perchlor 0.01ml and spirit vini rect 0.5ml in 5ml  
 5-10ml three times daily after meals  
**Caution:** Should be given with care to patients with a history of peptic ulceration. Take after food  
 125ml **£2.38**, 250ml **£2.99**

## Koladex

### LAB

Tablets, each containing caffeine 21mg and dried extract of kola nuts 1.5mg  
 One to three tablets may be sucked or chewed at any time during the day  
**Caution:** Do not give to children. Do not take more than eighteen tablets per day. Avoid taking before bedtime  
 24 **£1.20**

## Labiton

### LAB

Red-brown liquid containing thiamine 0.75mg, p-aminobenzoic acid 4mg, kola nut dried extract 6.05mg, alcohol 2.78ml and caffeine 7mg in 10ml  
**Adults:** 10-20ml twice daily. Not recommended for children  
**Caution:** Contains alcohol  
 200ml **£2.40**, 1 litre **£9.11**

## Metatone

### Parke-Davis

Clear red solution with a cherry taste, containing vitamin B1 500 mcg, calcium glycerophosphate 45.6mg, potassium glycerophosphate 45.6mg, sodium glycerophosphate 22.8mg and manganese glycerophosphate 5.7mg in 5ml  
**Adults:** 5-10ml, preferably diluted, two to three times daily before meals  
**Children over 6:** 2.5-5ml, preferably diluted, two to three times daily.  
 Doses taken, preferably diluted, two to three times a day before meals  
 300ml **£2.59**, 500ml **£3.69**

## Minadex Tonic

### Seven Seas

Orange, orange-flavoured tonic containing vitamin A 650u, vitamin D 65u, iron (as ferric ammonium citrate) 12mg, potassium glycerophosphate 2.25mg, calcium glycerophosphate 11.25, manganese sulphate 0.5mg, copper sulphate 0.5mg  
**Children 6 months-3 years:** 5ml twice a day  
**3-12:** 5ml three times a day **Adults:** 10ml three times a day  
 200ml **£2.15**, 400ml **£3.29**

## Phyllosan

### SmithKline Beecham

Black tablets, each containing ferrous fumarate 35mg, nicotinic acid 8.5mg, vitamin B1 0.166mg, B2 0.333mg, C 5mg  
**Adults and children over 12:** Two tablets three times a day, after meals. Not to be given to children under 12 except on medical advice  
 90 **£2.80**

## X89 Geriomar (P)

### Pan American

Capsules, each containing paraminobenzoic acid 25mg, haematoporphyrin 0.25mg and dimethylaminoethanol 15mg  
 Tonic for geriatrics  
 One daily  
**Caution:** Should not be taken in conjunction with oral diabetic therapy or sulphonamides  
 30 **£1.90**



Gwen Rogers of Biggleswade is Kingswood Chemists Pharmacy Assistant of the Year. She receives a cup and first prize of lunch for two on Concorde from Colston Herbert, managing director of sponsors Sterling Health. Gwen and 16 other assistants won through the initial questionnaire and mystery shopper stages to reach the final at Selfridges Hotel in London last week. There a final questionnaire and tests on merchandising and credit card transactions were interspersed with shopping trips and a tour. Second prize and winner of a gold necklace was Helen McKay of Clacton; the third prize ladies watch went to Mandy Wright of Quedgeley

# Food supplements

The full listing includes products which holds a medical licence. However, vitamins fall legally between medicines and foods, and many household names on your vitamin shelves are sold as food supplements. The major ones are listed below.

## Blackmore's (Blackmores)

A full range of food supplements, multivitamins and many single vitamins, including B6, C, family multivitamin and mineral

## Cantassium (Larkhall)

A full range of food supplements, multivitamins, childrens vitamins and single vitamins

## Confiance, Magnesium-OK, Selenium-ACE (Wassen)

A small range of multivitamin/multimineral supplements targetted at different users, based on a one-a-day economy format

## Healthaid (Pharmadass)

A large range of multivitamin, multimineral, single vitamin and food supplements

## Healthcrafts (Booker)

A range that celebrates its 30th birthday this year. One of the largest ranges of food supplements, multivitamins, childrens vitamins and single vitamins, often in specialised formulations

## Healthlife (Healthlife)

Another large range of multivitamin, multimineral, single vitamin and food supplements

## Ladycare (Booker)

A range of food supplements specially formulated for women in the various stages of life

## Lanes (Lane)

A range of single and combinations vitamins, some of which are GSL medicines

## Lifeplan (Lifeplan Products)

A large range of vitamins, minerals and food supplements, with special supplements for women, the over 40s, and dieters, among others

## Ribena Childrens Vitamins (SmithKline Beecham)

Vitamins A, C and D for children

## Seven Seas Berries (Seven Seas)

Fruit-flavoured chewable capsules of single vitamins and food supplements, range of eight

## Sanatogen (Fisons)

An extensive range of multivitamin and mineral, cod liver oil liquid and capsules, single vitamin and food supplements branded under one of the most well-known of names.

## Vitalert (Chemist Brokers)

A range of multivitamin tablets with particular target customers in mind — children, dieters, exercisers, men, those under stress, smokers, teenagers etc

## Zestavite (Wallis)

A range of multivitamins and children's vitamins and single supplements



## SHOWCASE



## Top-selling US shampoo comes to UK

Customers plagued by dandruff will soon be able to "get the tingle", thanks to the arrival of one of America's top selling shampoos. Denorex anti-dandruff shampoo, available only in pharmacies, is formulated with coal tar — which is thought to act by damping down the cell division which gives rise to the flaky appearance — and menthol, giving it its "tingling" action. Manufacturers Whitehall Laboratories say it stops the itching that goes with dandruff and can be used by seborrhoeic dermatitis and psoriasis sufferers.

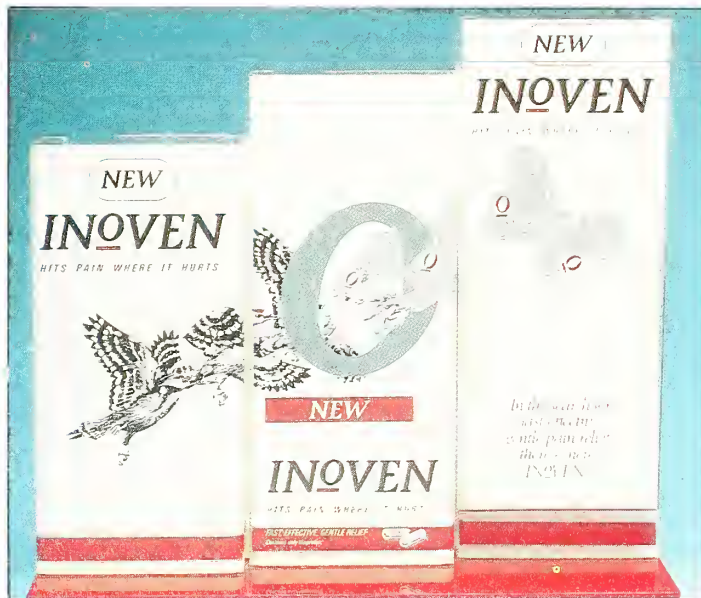
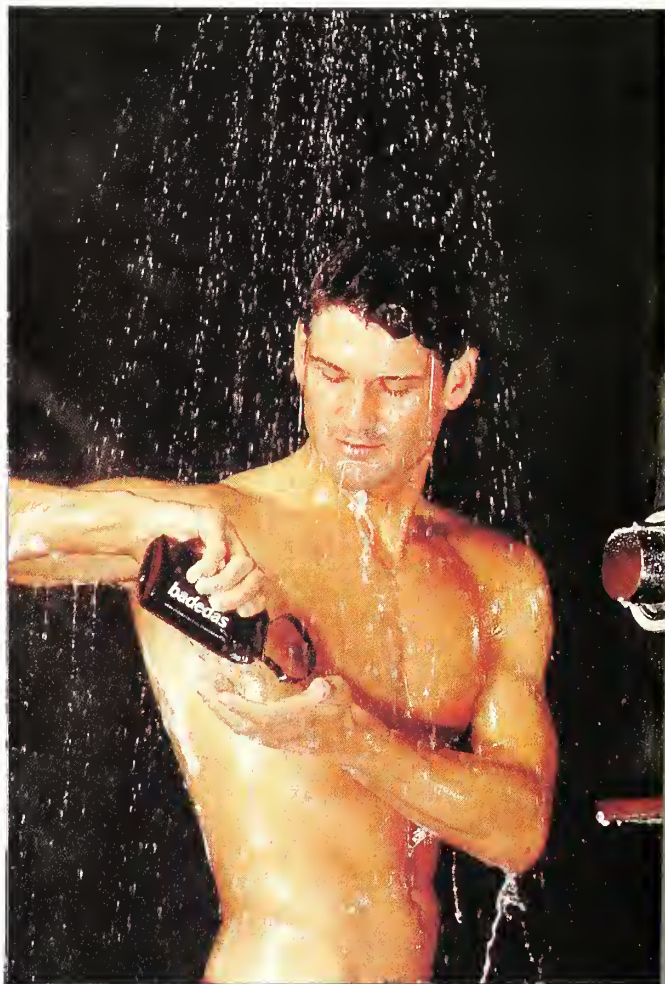
Denorex 125ml £2.49 has a herbal fragrance and conditioners to leave hair glossy and shiny. Whitehall say it can also be used as a regular cosmetic shampoo. Britain's five million dandruff sufferers will be targeted by advertisements in women's magazines. Whitehall Laboratories. Tel: 071-636 8080.

## Gentlemen prefer showers

Men take showers more frequently than women, who apparently prefer baths. To take advantage of this, Badedas for men, sporting a "sophisticated" male fragrance, is being introduced by SmithKline Beecham. The new variant is a thick green shower gelee which includes a skin conditioner.

The company is also repositioning the complete shower gel range. Badedas creme's rich creamy formula complete with moisturisers, will be aimed at dry and delicate skin, while Badedas fresh is said to be multi-purpose, ideal for use after sport, with menthol for cooling freshness. A women's Press and poster campaign begins in November. Point of sale material will be available for window and display use.

SmithKline Beecham Personal Care. Tel: 081-560 5151.



## Inoven goes national

To assistants in the Midlands, packs of Inoven, Janssen's ibuprofen pain reliever, have been a familiar sight for over a year now. Now assistants throughout the UK can meet Inoven as the company launches the product nationally with a massive marketing campaign.

Media support for the brand includes a television advertising campaign covering all ITV regions, Channel 4, TV-am and both satellite groupings, London Underground platform advertising, and 3,000 poster sites. Janssen's move marks a determined assault on the analgesics market, with the first target the number two spot in the ibuprofen sector behind Nurofen. Sales of ibuprofen, only available OTC since 1982, are increasing faster than sales of the more traditional paracetamol and aspirin products.

Inoven sugar-coated caplets, containing 200mg ibuprofen, come in flip-top tamper-evident crush-proof packs in 12s £0.89, 24s £1.70 and 48s £3.19. People will remember Inoven as "the one in the plaster carton", says marketing manager Colin Mackenzie. For pharmacies, triple or single-tower dispensers, leaflets, script signing boards, shelf edgers and posters are being provided and Janssen are also planning competitions for pharmacy staff.

Janssen Pharmaceutical. Tel: 0235 772966.





## A handwash joins Atrixo

The soap-free formulation of new Atrixo handwash has been developed to provide gentle cleansing with the skin-softening benefits associated with the brand. Smith & Nephew say that the addition to the range has been developed as part of its "total handcare" package.

Atrixo Handwash comes in a pearlescent pump-action pack designed to appeal to today's sophisticated consumers. The 200ml pack retails for **£1.25**.

Smith & Nephew Consumer Products. Tel: 021-237 4750.



## PR Heat Spray an opposite

Crookes Healthcare's PR Spray is expanding to the other end of the temperature spectrum. PR Heat Spray creates a warming effect on the skin which acts as a counter-irritant overriding the pain signals from more deep-seated muscular problems. Ingredients are methyl salicylate 1.24%, ethyl nicotinate 1.1% and camphor 0.62%. It is packaged as an ozone-friendly aerosol in 150ml cans **£1.99**.

Crookes are targeting both the young and active, buying for post-exercise stiffness, and the older user concerned about relief of chronic conditions. A £500,000 bus stop poster campaign breaks this month. A new consumer leaflet "The PR guide to the relief of muscular injury and pain" explains how heat and cold treatments act as complementary therapies.

Crookes Healthcare. Tel: 0602 507431.



## Mil-par and Califig updated

Established laxatives Mil-par and California Syrup of Figs are being updated with new packaging. For ease of recognition, the new pack of California Syrup of Figs is now headed with the name Califig, by which it has been known for a number of years. Pack graphics now include a stronger typeface with a graduated yellow shade for greater depth and the fig illustration has been improved.

A subtler approach has also been taken with the new graphics for Mil-par. The old "lady in blue" illustration is now surrounded by a graduated blue halo in place of the stark white of the old bottle. On both, the Sterling Health logo now appears at the top of the label. Sterling Health. Tel: 0483 65599.



## Alcohol-free Dinneford's relaunched in vials

The most novel thing about SmithKline Beecham's relaunched Dinneford's Gripe Mixture is its packaging. The small, single dose plastic vials are said to be convenient, hygienic and easy to use, with each dose remaining sterile until the cap is twisted off.

The company says that the new presentation eliminates the difficulty of transporting sticky glass bottles; administration is simplified as the mixture can be released directly into the baby's mouth.

The company have also changed the formulation in response to a Department of Health ruling about alcohol levels in gripe mixtures, and Dinneford's is now alcohol and preservative-free; sodium bicarbonate remains the active ingredient, working by reacting with stomach acid to produce bubbles of carbon dioxide aiding the winding process.

The product will be sampled in the Bounty New Mother pack from November 1990 to October 1991 with at least 90 per cent of first-time mothers receiving a sample, say SmithKline Beecham. Display material is also available. SmithKline Beecham. Tel: 081-560 5151.





## New look brings Bristows up-to-date

Believe it or not, Bristows hairspray has been around since 1947, and SmithKline Beecham say that time has been marked with considerable brand loyalty.

To build on this appeal and to attract younger women looking for an effective hairspray, Bristows are introducing a new look and a new variant. The range now offers four variants (200ml/225ml **£0.99**; 300ml/350ml **£1.39**) packaged in their own livery featuring modern graphics with silver lettering. Normal hold for natural control is packed in rose, conditioned hold for permed/dry hair is in pink, extra firm hold for hard to control hair is in jade and new ultra hold for maximum style is in sapphire.

With top hairdressers predicting shorter more styled hair for 1990-91 Bristows reckon they are on to a winner with ultra hold. The three shampoos have also been repackaged in line with the hairsprays.

SmithKline Beecham Personal Care. Tel: 081-560 5151.



## New packaging for Dulcolax

Rolling green hills and a bright yellow sunrise form the natural image for the new Dulcolax packs, depicting relief from the discomfort and pain of constipation the morning after the tablets are taken.

As well as new packaging, Windsor Pharmaceuticals have also produced a new package insert which explains what constipation is, how Dulcolax, containing bisacodyl 5mg, can relieve the problem, with tips to maintain a healthy bowel with diet and exercise. Advertising and a consumer educational campaign featuring agony aunt Anna Raeburn will continue.

New Dulcolax packs will contain 20 **£1.29** and 60 **£3.19** tablets. Windsor Pharmaceuticals. Tel: 0344 484448.

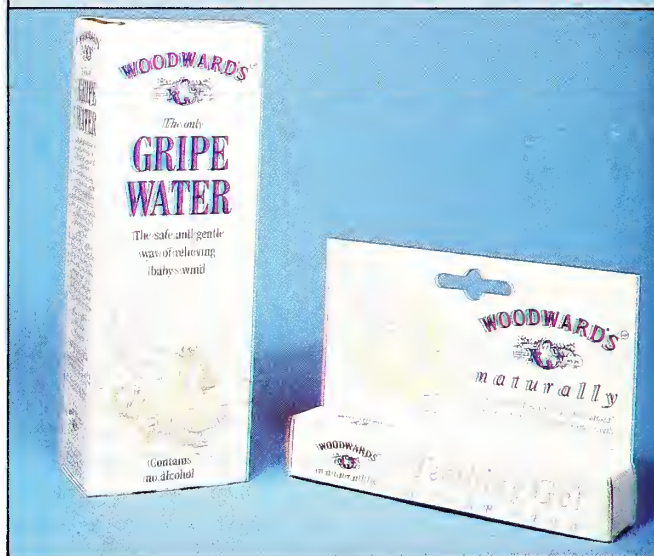
## Teething gel joins updated Woodward's

Woodward's Gripe Water no longer contains alcohol as a preservative and its replacement is not being revealed. Makers LRC say Woodward's tastes the same and its active ingredients — sodium bicarbonate and dill — are unchanged.

Packaging has been updated, with greater emphasis on the name and with the alcohol-free formulation highlighted. A slight change of dosage, however, sees it now recommended for use in babies up to one year old only. The pack graphic has changed too in line with this the boy and girl figures are replaced by a baby.

LRC are also looking to build on the Woodward's name with the launch of a teething gel, said to have an advantage in being able to be used on babies of any age and as often as required. The gel contains bee propolis, reputed to have antimicrobial properties, myrrh as an antiseptic, and sage. Both products are destined for Bounty bags and will be the subject of national consumer press advertising.

LRC Products. Tel: 081-527 2377.



## Macleans new nineties look

Macleans, 63 years old and still going strong, is now sporting a fashionable new look, with vibrant blue packs for tingling freshmint, and fresher, darker green packs for mildmint, which also has a new improved flavour.

To further enhance consumer appeal, makers SmithKline Beecham have incorporated some helpful tips on oral hygiene from the Health Education Authority on-pack.

SmithKline Beecham Personal Care. Tel: 081-560 5151.







## National launch for CoughCaps

Following a successful test market in the South last Winter, SmithKline Beecham are launching Coughcaps in the rest of the country.

Coughcaps are claimed to be a breakthrough in cough medication because of their capsule format, offering something different from the traditional elixirs. Each yellow/orange capsule with orange and white beadlets contains 29.5mg of the cough suppressant dextromethorphan in a sustained release base to provide up to eight hours relief. Coughcaps are Pharmacy only.

The company says its experience in the test market was that consumers found Coughcaps effective quickly, were appreciative of the 8-hour relief period, handy and portable, easy to swallow, and more or equally as soothing as their usual cough liquid.

Some £1.6million has been invested in the television launch of Coughcaps in November and a "claymation" commercial featuring an alarm clock suffering from a cough will become a familiar sight. A range of display material has been produced to support the launch instore.

SmithKline Beecham Health Care UK. Tel: 081-560 5151.

## RoC introduce pH-matched skincare range

RoC say that while cleansing is a basic part of a woman's skincare regime, it is an essential element too so should benefit from the latest technology. The company's new range of cleansers and fresheners have a pH (acidity/alkalinity) which matches that of the skin and are hypoallergenic, perfume-free and said to be non-comedogenic.

Three new cleansers and fresheners, packed in frosted glass bottles, have been formulated for the main skin types: normal/combination, dry and very dry. For normal/combination skin, Balancing Cleanser contains sorbital, said to help maintain the skin's elasticity, while Balancing Freshener is enriched with lime blossom extract to soothe and freshen. For dry skin, Soothing Cleanser, in addition to softening and cleansing agents, contains de-waxed lanolin and Soothing Freshener contains azulene, said to have decongestant and soothing qualities as well as moisturising ingredients. For very dry skin, Extra Gentle Cleansing Cream is a smooth oil-in-water emulsion rich in hazelnut oil, while Extra Gentle Freshener contains a gentian extract for its "purifying and soothing qualities". All 150ml £8.45 except Extra Gentle Cleansing Cream 60ml tube £6.85. Laboratoires RoC. Tel: 071-823 9223.



## Manicare to complement Lady Jayne

"A concept rather than a range" is how Laughton's describe Manicare, a collection of manicure, pedicure and cosmetic accessories, said to be brand leader in Australia.

Sales and marketing manager David Goss says Manicare, which will complement the Lady Jayne range, is the answer to all those disjointed manicure and cosmetic accessories sets that get jumbled up on a pharmacy's shelves. "We have bought all these products under one roof and put them on one stand," he says. Manicare can be displayed on wall units or floor display stands, depending on the number of products ordered. Show cards, posters and point-of-sale materials is available.

Manicare will be distributed by the same wholesalers as Lady Jayne and stands will be maintained by the merchandising force; in a £500,000 upgrade of their service Laughtons have increased the size of their merchandising force to assure pharmacies they will receive "constant after care service and attention". Laughton & Sons. Tel: 021-474 5201.

## Robinsons babies get plenty to choose from

There's just a touch of Kelloggs Variety about Robinsons latest baby food launch. The Robinsons Baby Selection (£1.09) is a clever idea which puts together four different one serving sachets — banana cereal breakfast, beef casserole baby meal, egg custard dessert and egg and tomato savoury tea-time treat — allowing mothers who are about to start weaning to try a variety of meals economically. A 10p-off next purchase of any Robinsons variety is printed on the overwrap and a "Starter Pack" flash will increase impact on-shelf.

Robinsons are also replacing two baby breakfasts with improved varieties. Out goes apple and blackberry, while orange and banana has been split in two to become orange cereal and banana cereal. Both new varieties are said to have scored well on Robinsons Baby Testing Panel.

Colman's of Norwich. Tel: 0603 660166.





# Wordsearch

**£125 to be won**

The five readers submitting the first correct entries opened after the closing date will each win £25

To enter this rather different Wordsearch competition, fill in the missing words in the passage from the list below. Write the words in the spaces provided, fill in your name and pharmacy address and send it to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

earache	tragic	liver salts
diarrhoea	a miracle	advice
hair of the dog	hungry	heavier
sachets	temperature	bug
cans	worse	kaolin & morphine
dehydrated	medicines	oral rehydration

The young mum looked rather worried. "Can you please help," she said, "my two-year old boy has got terrible (A) ..... He seems to be losing a lot of fluid."

"How long has he had the problem?" asked Diane, Mrs Wainwright's medicines counter assistant.

"Oh, it started at about lunchtime, and it seems to be getting (B) .....," the mother said.

"Have you given him anything so far?" Diane asked, remembering that you should always ask if other (D) ..... are being taken.

"No," said the mother. "We've got some (E) ..... in the cupboard at home, but as he's so young I wasn't sure it was the right thing to do."

"You were quite right to come and ask," Diane told her. "These days, young children are far better off taking one of these sugar and salt solutions. It's called (F) ....."

"How do I make it up?" the mother asked.

"It's all on the packet," said Diane. "Basically you dissolve the contents of one of these (G) ..... in 200mls of boiled and cooled water. As a rough guide, try to give as much fluid as he has lost. Give it after each loose motion."

"Thank you. How long should I give it for?"

"Well, the solution is designed to flush the problem through the system so he should feel better within 24 hours. If the problem is still around, or gets any worse, it might be an idea to see your doctor," Diane advised.

"Well done, Diane," said Mrs Wainwright after the mother had left. "It's very important to replace the fluid lost as youngsters can very quickly become (H) ..... during a bout of (A) ..... In small babies it can be very serious and medical advice is required quickly."

(A) .....	(E) .....
(B) .....	(F) .....
(C) .....	(G) .....
(D) .....	(H) .....

Name .....

Pharmacy .....

Address .....

Closing date for entries: **Monday, October 15**

Send answers to Wordsearch No 10, *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

# Match Up

**£125 to be won**

The five readers submitting the first correct entries opened after the closing date will each win £25

Hidden in this list of 24 words are 10 pharmacy "pairs". They could be manufacturers, products or items found in a pharmacy. When you've found them, write them in any order in the spaces provided, fill in your name and pharmacy address and send the panel to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: **Monday, October 15**

Send completed answers to Match-Up No 5, *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

Allen	Kaolin	Pure
Appleby	May	Reckitt
Baker	Moore	Richards
Chemist	Morphine	Roberts
Druggist	Mortar	Smith
Gentle	Nephew	Soft
Hanburys	Pestle	Soft
Heavy	Potter	Tommee

1 .....

2 .....

3 .....

4 .....

5 .....

6 .....

7 .....

8 .....

9 .....

10 .....

Name .....

Pharmacy .....

Address .....



# BU VERITY

Verity is a real-life pharmacy assistant working full-time in a pharmacy somewhere in the UK, writing about her job as she sees it.



As another Summer draws to a close, the next few weeks will be spent getting totally bored with thoughts of Christmas. The deliveries seem to get earlier with each passing year. At least the weather has cooled down. It wouldn't have been much fun checking off so many goods had it still been as hot as it was in the middle of August.

The cosmetic companies' always think early about the changing seasons. But our main problem with seasonal promotions is in finding a place to display the various merchandisers as space is usually so limited. We were pleased to see that our new Colorfast stand had a built-in base for this purpose, but I wonder how much plastic from merchandisers goes to waste in a year.

I expect the hosiery companies were among the few who did not enjoy the long hot Summer. We found it hard to remember when we last placed an order. Personally I wasn't sorry to go bare-legged because in our pharmacy to ladder a pair a day is not unusual; our shelves seem to

be placed at exactly the right height for ruining tights etc.

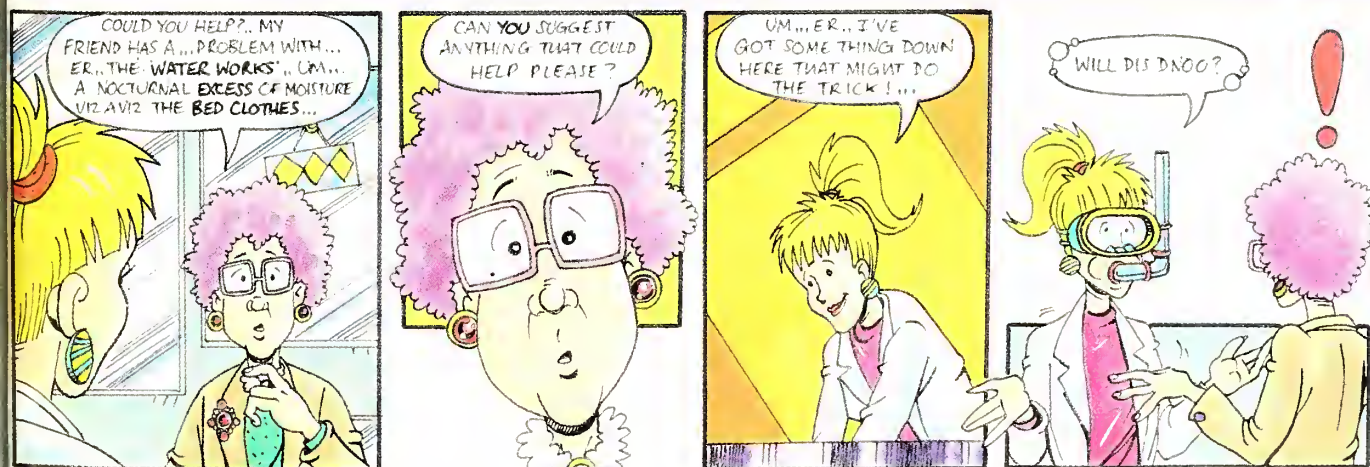
We've had a quite a few customers asking our pharmacist when this year's flu jabs will be available. The memory of last year's epidemic seems to be fresh in lots of minds. One sure sign that the cold weather can't be far away; some of our old

folks have already been in to buy new hot water bottles, not trusting last year's in case it has sprung a leak. Plenty of our new ones too come back as "leakers". We usually finish the season with a nice big pile of culprits.

It's strange how customers seem to think assistants were personally responsible for damaging an item when they return it as faulty. Recently, one of our rather eccentric customers was convinced we were contaminating the bran. Perhaps customers think that we've got so little to do in the pharmacy that it's one way to pass the time. They probably don't realise how hectic an average day can be!

## MEANWHILE...

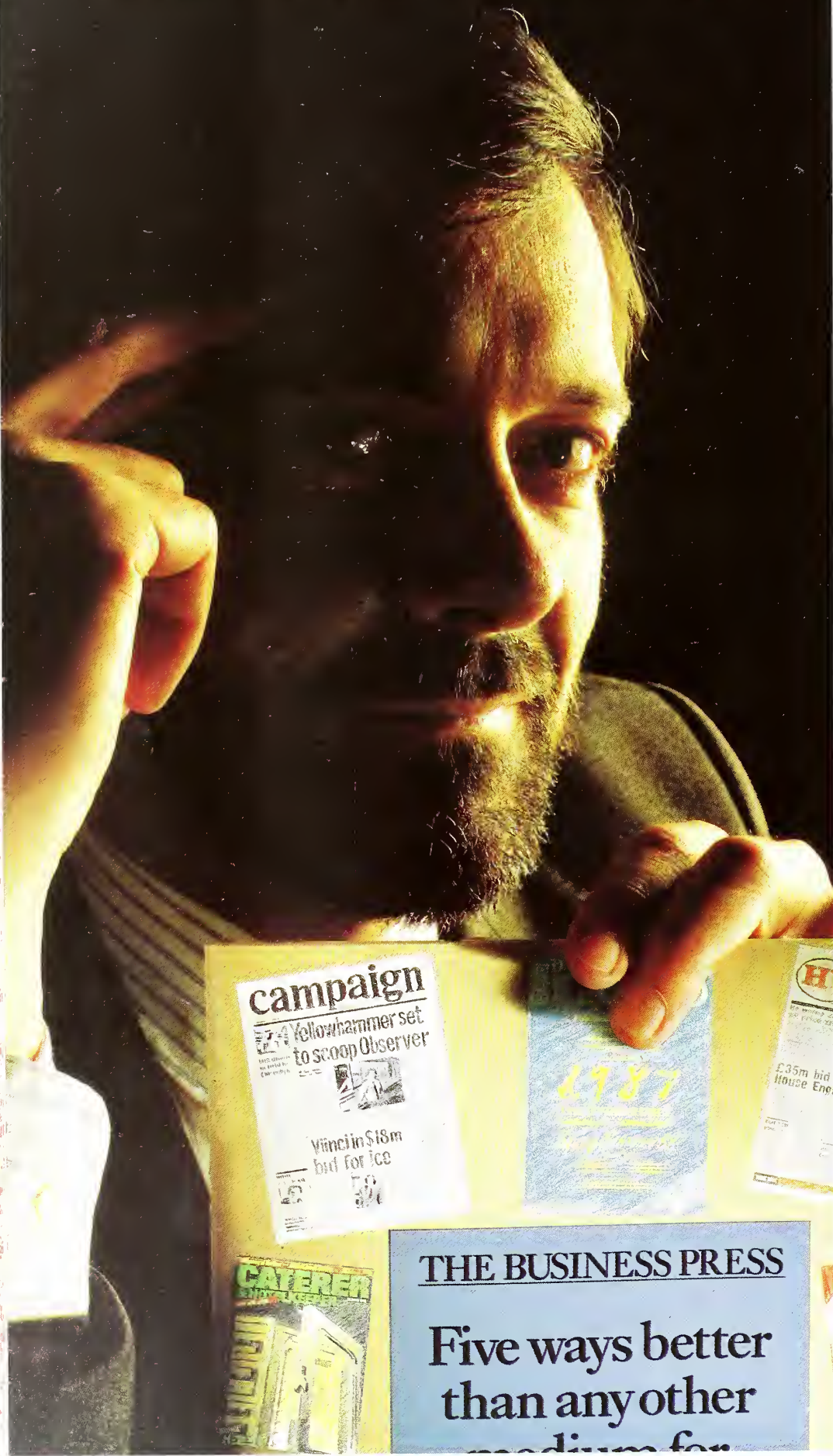
by Andy



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IT EVEN SAVED MY MARRIAGE."**



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**BBP**

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